

Default for MKT205

The default category for questions shared in context 'MKT205'.

Fill in the Blank (FBQs)

FBQ1

Cooperative societies are \_\_\_\_\_ organisations whose affairs are administered by persons elected or appointed in a manner agreed upon by the members.

\*Democratic\*

1.0000000

0.0000000

FBQ2

\_\_\_\_\_ otherwise called borrowed capital consists of members deposits, loan from cooperative banks, loan from government and trading credits.

\*Loan capital\*

1.0000000

0.0000000

0.0000000

FBQ3

\_\_\_\_\_ is issued by registrar of companies and cooperate affairs commission Abuja to show that a business is legally incorporated and recognize by government.

\*Certificate of Incorporation\*

1.0000000

0.0000000

FBQ4

-----tells you to about the regulation that is laid down for the internal rules and regulations of the government organization, and management of the company.

\*Article of Association\*

1.0000000

0.0000000

FBQ5

\_\_\_\_\_ is issued to public limited liability company. It can start a business and exercises borrowing powers.

\*Certificate of Trading\*

1.0000000

0.0000000

FBQ6

We have two types of limited liability companies, they are \_\_\_\_\_ and Public limited

\*Private liability Companies\*

1.0000000

0.0000000

FBQ7

According to Ejiofor (1989), capitalisation deals with the capital structure of a business in relation to the amount of \_\_\_\_\_, its composition and changes in it.

\*Equity\*

1.0000000

0.0000000

FBQ8

In the then Eastern Nigeria, the first marketing cooperative was established in \_\_\_\_\_ to purchase and transport palm produce.

\*1936\*

1.0000000

0.0000000

FBQ9

\_\_\_\_\_ or Deed of Partnership is the document that regulates the activities of the partnership business.

\*Article of Partnership\*

1.0000000

0.0000000

FBQ10

\_\_\_\_\_ has no board of directors.

\*Partnership\*

1.0000000

0.0000000

FBQ11

Bear All Losses and Risks Alone is a disadvantage of \_\_\_\_\_

\*Sole Trader\*

1.0000000

\*Sole Proprietorship\*

1.0000000

FBQ12

\_\_\_\_\_ states how the company will relate with the outside world. It will state the name, location and objectives of the company.

\*Memorandum of Association\*

1.0000000

0.0000000

FBQ13

Market focus is a pillar of the \_\_\_\_\_

\*Marketing concept\*

1.0000000

0.0000000

FBQ14

Selling is pre-occupied with the \_\_\_\_\_ need to convert his product into cash

\*Sellers\*

1.0000000

0.0000000

FBQ15

\_\_\_\_\_ contributes only the money needed for formation of the business or for running of the business.

\*Dormant\*

1.0000000

\*Sleeping partner\*

1.0000000

FBQ16

\_\_\_\_\_ holds that "consumers will favour products that offer the most quality, performance, and innovative features".

The \*product concept\*

1.0000000

0.0000000

0.0000000

FBQ17

\_\_\_\_\_ and Assembling is concerned with the marketing institutions that purchase goods or services at cheaper prices in order to resell at minimum prices to the end-users.

\*Buying\*

1.0000000

0.0000000

FBQ18

\_\_\_\_\_ is the movement of goods from the manufacturer down to the target consumers

\*Transportation\*

1.0000000

0.0000000

FBQ19

\_\_\_\_\_ is a process of creating, maintaining and enhancing strong value added relationships with customers and other stockholders.

\*Relationship marketing\*

1.0000000

0.0000000

0.0000000

FBQ20

A \_\_\_\_\_ is defined as a set of all actual and potential buyers of a product and service.

\*Market\*

1.0000000

0.0000000

FBQ21

\_\_\_\_\_ is the creation, development and delivery of products and services that satisfy the needs and wants of the customer, at a profit.

\*Marketing\*

1.0000000

0.0000000

FBQ22

A marketing framework is a \_\_\_\_\_ or logical flow of your marketing plan.

\*Visual representation\*

1.0000000

0.0000000

FBQ23

Merchandising function is a function of \_\_\_\_\_.

\*Marketing\*

1.0000000

0.0000000

FBQ24

Human wants are \_\_\_\_\_ for specific satisfaction of deeper needs.

\*Desires\*

1.0000000

0.0000000

FBQ25

Marketing involves ----- and ----- consumers wants and needs.

\*Identifying and anticipating\*

1.0000000

0.0000000

0.0000000

FBQ26

The Product concept is one of the oldest concepts guiding sellers. True or False.

\*FALSE\*

1.0000000

0.0000000

0.0000000

FBQ27

\_\_\_\_\_ assumes offer the most customer will favour those products that offer the most quality for the price, and therefore the organization should devote its energy to improving product/service quality.

The \*Product concept\*

1.0000000

0.0000000

FBQ28

Organizations should not strive to satisfy their at the expense of the society is a \_\_\_\_\_ concept.

\*Societal Marketing\*

1.0000000

0.0000000

FBQ29

\_\_\_\_\_ can be defined as technical or professional terms that are the manner in which the services are rendered.

\*Quality service\*

1.0000000

0.0000000

FBQ30

\_\_\_\_\_ means the banker should not make claims of what he/she cannot offer customers

\*Credibility\*

1.0000000

0.0000000

0.0000000

FBQ31

\_\_\_\_\_ has been defined as any act or performance that one party can offer to another that is essentially and does not result in the ownership of anything.

\*Services\*

1.0000000

0.0000000

FBQ32

\_\_\_\_\_ is defined as the subdivision of a market into homogeneous subset of customer, where any subset may conceivably be selected as a market target to be reached with a distinct marketing mix.

\*Market segmentation\*

1.0000000

0.0000000

FBQ33

Marketers have the task of managing \_\_\_\_\_ and demand.

\*Markets\*

1.0000000

0.0000000

FBQ34

Since no company can operate in every market and satisfy every need, there is need for market segmentation. True or False \_\_\_\_\_

\*True\*

1.0000000

0.0000000

FBQ35

In mass marketing, or what is alternatively called undifferentiated marketing, the marketer offers one product or uses one blend of marketing mix to serve the whole market.

\*True\*

1.0000000

0.0000000

0.0000000

Multiple Choice Questions (MCQs)

MCQ1

All members or partner take active part in the management of the business and are generally liable to any loss or risk

Active Partnership

0.0000000

General Partnership

0.0000000

Limited Partnership

0.0000000

Ordinary Partnership

1.0000000

MCQ2

Cooperative principles are usually associated with \_\_\_\_\_ who are referred to as the founding fathers of the modern cooperative societies.

Rochdale Pioneers

1.0000000

Rochdale Pearson

0.0000000

Rochman Pionson

0.0000000

Pearson Robinson

0.0000000

MCQ3

Selling is pre-occupied with the \_\_\_\_\_ need to convert his product into cash

Producers

0.0000000

Buyers

0.0000000

Sellers

1.0000000

Agent

0.0000000

MCQ4

\_\_\_\_\_ holds that consumers, if left alone will ordinarily not buy enough of the organization's products.

The selling concept

1.0000000

The marketing concept

0.0000000

The product concept

0.0000000

The production concept

0.0000000

MCQ5

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

Standardization and Grading

1.0000000

Buying and Assembling

0.0000000

Planning

0.0000000

Assembling

0.0000000

MCQ6

Relationship marketing is a process of creating, maintaining and \_\_\_\_\_ strong value added relationships with customers and other stockholders.

Enhancing

1.0000000

Nurturing

0.0000000

Servicing

0.0000000

Providing

0.0000000

MCQ7

\_\_\_\_\_ function is a function of marketing

Merchandising



1.0000000  
Selling

0.0000000  
Advertisement

0.0000000  
Distribution

0.0000000  
MCQ8

For exchange to take place, there are at least \_\_\_\_\_ parties

Four

0.0000000  
Three

0.0000000  
Two

1.0000000  
Six

0.0000000  
MCQ9

\_\_\_\_\_ is defined as the analysis, planning, implementation, and control of programs designed to create, build and maintain beneficial exchanges with target buyers for the purpose of achieving organizational objectives.

Relationship Marketing

0.0000000  
Marketing management

1.0000000  
Market planning

0.0000000  
Marketing analysis

0.0000000  
MCQ10

To be successful as an entrepreneur, we need to think \_\_\_\_\_.

Success

1.0000000

Goodness

0.0000000

Planning

0.0000000

None of the options

0.0000000

MCQ11

Loans from commercial banks are \_\_\_\_\_term in nature.

Long

0.0000000

Tall

0.0000000

Small

0.0000000

Short

1.0000000

MCQ12

In a famous study by Booz et.al (1967) new product failure rate are put at 50% after the marketing stage. True or False

True

1.0000000

False

0.0000000

Not sure

0.0000000

None of the options

0.0000000

MCQ13

Services cannot be stored hence they are highly \_\_\_\_\_.

Perishable

1.0000000

Inseperable

0.0000000

Inconsistent

0.0000000

None of the options

0.0000000

MCQ14

Financial institutions can be broadly classified into \_\_\_\_\_

Three

0.0000000

Two

1.0000000

Four

0.0000000

Five

0.0000000

MCQ15

\_\_\_\_\_marketing services could be defined as an act of creating awareness for service products and make same available at affordable prices to potential buyers.

Non Financial

0.0000000

Physical

0.0000000

Essential

0.0000000

Financial

1.0000000

MCQ16

Financial industry is typically\_\_\_\_\_ in nature.

Holistic

0.0000000

Monopolistic

0.0000000

Oligopolistic

1.0000000

Realistic

0.0000000

MCQ17

Customers do not expect a high degree of confidentiality and honesty on the part of the bank. True or False

False

1.0000000

True

0.0000000

Not Sure

0.0000000

All of the options

0.0000000

MCQ18

\_\_\_\_\_ means knowing one's job well.

Comptability

0.0000000

Credibility

0.0000000

Reliability

0.0000000

Competence

1.0000000

MCQ19

\_\_\_\_\_ strategy suggests that differences in the taste and buying needs and behaviour of consumers can be addressed if varieties of a product are pushed into the market.

Mass Marketing/ Undifferentiated Marketing

0.0000000

Product Variation/Product Differentiation Marketing

1.0000000

Target Marketing

0.0000000

Measured Marketing

0.0000000  
MCQ20

\_\_\_\_\_ means the firm (Bank) should be able to reach the segments.

Differentiable

0.0000000  
Measurable

0.0000000  
Accessible

1.0000000  
Sustainable

0.0000000  
MCQ21

\_\_\_\_\_ Here, consumers are grouped according to variables such as age, sex, marital status, income, education, occupation, race, religion.

Demographic segmentation

1.0000000  
Geographic segmentation

0.0000000  
Psychographic segmentation

0.0000000  
Behavioural Segmentation

0.0000000  
MCQ22

Lifestyle is a pattern of living adopted by an individual under \_\_\_\_\_

Geographic segmentation

0.0000000  
Psychographic segmentation

1.0000000  
Behavioural Segmentation

0.0000000  
Demographic segmentation

0.0000000  
MCQ23

When a new service is being introduced, there is the need for advancement to introduce it to the general public. True or False

True

1.0000000

False

0.0000000

Not sure

0.0000000

All of the options

0.0000000

MCQ24

Other forms of promotional strategy include personal selling, publicity, and sales promotion. True or False

True

1.0000000

False

0.0000000

Not sure

0.0000000

All of the options

0.0000000

MCQ25

Products/services need to be available in adequate quantities, in convenient locations and at times when customers want to buy them. This is called Place or Distribution.

True or False

True

1.0000000

False

0.0000000

Not sure

0.0000000

All of the options

0.0000000

MCQ26

The amount of money a customer pays in exchange for a product is known as the \_\_\_\_\_.

Promotion

0.0000000

Place

0.0000000

Products

0.0000000

Price

1.0000000

MCQ27

\_\_\_\_\_ involves oral communication with prospective purchasers with the intention of making a sale.

Advertising

0.0000000

Personal selling

1.0000000

Promotion

0.0000000

Place

0.0000000

MCQ28

\_\_\_\_\_ are incentives or fit schemes to consumers that are designed to stimulate purchases.

Advertising

0.0000000

Cash-and-carry

0.0000000

Sales Promotion

1.0000000

Publicity

0.0000000

MCQ29

\_\_\_\_\_ is defined as the process by which business analyze the environment and

their capabilities, decide upon course of marketing and implement those decisions.

Marketing planning

0.0000000

Marketing plan

1.0000000

Marketing analysis

0.0000000

Marketing function

0.0000000

MCQ30

The primary function of \_\_\_\_\_ is to provides a yardstick against which progress can be measured with provision for appropriate action if achievement is seriously above or below target.

Marketing planning

1.0000000

Marketing plan

0.0000000

Marketing analysis

0.0000000

Marketing function

0.0000000

MCQ31

Brevity is not a quality of a good marketing plan. True or False

True

0.0000000

False

1.0000000

Not sure

0.0000000

All of the options

0.0000000

MCQ32

\_\_\_\_\_ distorts planned lending levels and deposit rates of banks.



Social Upheavals

0.0000000

Deflation

0.0000000

Inflation

1.0000000

Civil strife

0.0000000

MCQ33

The most important factor in successful marketing is the \_\_\_\_\_

Objectives

0.0000000

Corporate goals

0.0000000

Corporate Mission

0.0000000

Corporate Vision

1.0000000

MCQ34

Human being is a \_\_\_\_\_being.

Mental

0.0000000

Crazy

0.0000000

Social

1.0000000

Physical

0.0000000

MCQ35

\_\_\_\_\_ is a challenge in bank marketing because it reflects an ugly picture of the bank's image.

Technology

0.0000000

Untrained Staff

1.0000000

Knowledgeable Staff

0.0000000

Trust

0.0000000