

MKT730

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1. Vertical market exists when:

--->> A product can be tailor-made to meet the specific needs of one industry

A product can be tailor-made to meet the different needs of one industry

A product can be tailor-made to meet the specific needs of different industries

A product can be tailor-made to meet the needs of the market

2. All but one of these are not bases for segmentation:

Gender

Geography

Family life-cycle

--->> Competition

3. Which of these best describes the process of managing detailed information about individual customer and carefully managing all customer touch points to maximize customer loyalty?

--->> CRM

CMR

SMR

SRM

4. One of the following does not form sections of the annual marketing plan:

Objectives

--->> Environmental protection strategy

Executive summary

Action programmes

5. Which of the demand situation can cause the twin problems of idle capacity or overworked capacity?

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Negative demand

No demand

--->> Irregular demand

6. One of these is the best strategy for handling unwholesome demand condition:

--->> Fear communication

Compulsory sales

Regulated purchase

Low advertisement campaign.

7. The process of gathering information on various aspects of the marketing environment is called:

Monitoring & evaluation

Environmental protection

--->> Environmental scanning

Environmental analysis

8. A trade of values between two parties is known as:

Marketing

Negotiation

Exchange

--->> Transaction

9. Which of these does not belong to the micro-environment of marketing?

Customers

Suppliers

--->> Government

Competitors

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be inferred from the terms and conditions of an imaginary contract between business and society is called:

--->> Social contract theory

Stakeholder theory

Legitimacy theory

Behavioural theory

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