

## PROVISIONAL ANSWER KEY

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Question1:-Which of the following best explains how Performance Marketing functions within Holistic Marketing approach ?

A:-It replaces traditional marketing mix decisions

B:-It works independently from Relationship and Internal Marketing

C:-It ensures all marketing initiatives are judged by their contribution to legal, ethical, social and environmental performance

D:-It focuses exclusively on cost-efficiency and media optimisation

Correct Answer:- Option-C

Question2:-Which of the following statements *best captures* the fundamental distinction between the selling concept and the marketing concept ?

A:-The selling concept focuses on maximizing long-term customer relationships, while the marketing concept emphasizes short-term transaction revenue

B:-The selling concept assumes that consumers will purchase as long as products are made available, whereas the marketing concept assumes that consumers will not buy unless their needs and preferences are deeply understood and addressed

C:-The selling concept is primarily concerned with fulfilling unmet customer needs, while the marketing concept drives promotion and aggressive sales tactics to push products

D:-The selling concept seeks to integrate all marketing mix elements to satisfy customer needs, whereas the marketing concept limits itself to product features and pricing strategy

Correct Answer:- Option-B

Question3:-A firm launches a new smart-appliance brand and notices the following problems across its customer value chain :

- i. Customers perceive the product as innovative, but are unsure why it is superior to existing options.
- ii. Retail partners report that inventory turnover is slow due to inconsistent availability in regional warehouses.
- iii. Early adopters express strong satisfaction but mention that the product feels overpriced relative to alternatives.
- iv. User feedback suggests that a key feature, remote energy monitoring is not intuitive and feels incomplete.

Based on the value-based interpretation of the 4Ps which of the following diagnoses

accurately maps each issue to the correct value function ?

A:-(i) Communication failure, (ii) Value creation issue, (iii) Value delivery issue, (iv) Value capture misalignment

B:-(i) Value delivery gap, (ii) Value capture issue, (iii) Communication failure, (iv) Value creation gap

C:-(i) Communication failure, (ii) Value delivery gap, (iii) Value capture issue, (iv) Value creation gap

D:-(i) Value creation issue, (ii) Communication failure, (iii) Value capture issue, (iv) Value delivery gap

Correct Answer:- Option-C

Question4:-In the G-STIC framework for marketing planning (Goal →Strategy → Tactics →Implementation → Control), the elements of the marketing mix (such as the 4Ps or 7Ts) are primarily part of which component ?

A:-Goal

B:-Strategy

C:-Tactics

D:-Control

Correct Answer:- Option-C

Question5:-Which of the following statements correctly reflects how marketing influences customer behaviour ?

A:-Basic human needs exist independently, but marketing shapes the ways people express those needs as wants

B:-Marketing creates human needs and converts them directly into demand

C:-Marketing creates both needs and wants, while demand develops only through economic factors

D:-Needs and wants are both created by marketing, but demand is shaped solely by culture

Correct Answer:- Option-A

Question6:-A consumer is evaluating smartphones. She begins by scanning all available brands in the market and gradually narrows them down to a final decision. Which of the following correctly represents the sequence of her decision-making funnel ?

A:-Awareness set → Total set → Consideration set → Choice set → Final choice

B:-Total set → Awareness set → Consideration set → Choice set → Final choice

C:-Consideration set → Awareness set → Total set → Choice set → Final choice

D:-Total set →Choice set → Awareness set → Consideration set → Final choice

Correct Answer:- Option-B

Question7:-Under the Expectancy-Value approach, consumers rate brands on key attributes and integrate these ratings to form an overall judgement. This structured comparison occurs during which stage of the consumer decision-making process ?

A:-Problem recognition

B:-Evaluation of alternatives

C:-Information search

D:-Post-purchase evaluation

Correct Answer:- Option-B

Question8:-In a Business-to-Business Buying Centre, which role is responsible for controlling the flow of information to other participants and restricting seller access ?

A:-Gatekeepers

B:-Influencers

C:-Approvers

D:-Buyers

Correct Answer:- Option-A

Question9:-A manufacturing company has been buying the same grade of steel plates from Vendor X for five years. Recently, product defects were noticed and the engineering team suggested exploring better grades or switching to another vendor. The procurement team starts reviewing specifications and invites new bids. Which buying situation best fits this scenario ?

A:-Straight rebuy

B:-Modified rebuy

C:-New-task buying

D:-Systems buying

Correct Answer:- Option-B

Question10:-A steel manufacturer notices that demand from its largest B2B customers, construction firms, remains volatile even though steel prices and quality are stable. Further investigation shows that fluctuations are closely linked to changes in home loan interest rates affecting individual homebuyers. This is an example of :

A:-Joint demand

B:-Derived demand

C:-Inelastic industrial demand

D:-Reverse demand

Correct Answer:- Option-B

Question11:-In a Marketing Mix Model, the contribution of TV advertising shows a *saturation curve*, where incremental sales response decreases at higher spending levels. This effect is best described as :

A:-Multicollinearity

B:-Diminishing marginal return

C:-Heteroscedasticity

D:-Seasonality distortion

Correct Answer:- Option-B

Question12:-A financial services brand releases an investment ad containing both (a) detailed risk-return graphs and (b) a well-known retired cricketer endorsing the product. Post-campaign analysis reveals :

- Viewers with high financial literacy showed stable attitude change, even though many did not recall the celebrity.
- Viewers with low involvement recalled the celebrity but showed *no* change in long-term attitudes.
- A subset of viewers with moderate involvement recalled *both* the graphs and the celebrity, but their subsequent behaviour aligned more with emotional appeal than analytical reasoning.

Which interpretation BEST reflects how the Elaboration Likelihood Model explains these outcomes ?

A:-High-literacy viewers used the central route, while low-involvement viewers used the peripheral route; the moderate group shows simultaneous dual processing where peripheral cues can bias the interpretation of central information

B:-The presence of a celebrity automatically triggers peripheral processing, so all three groups relied primarily on the peripheral route

C:-The risk-return graphs guarantee central processing; therefore, any peripheral effects are a result of message design errors rather than cognitive processes

D:-Only the moderate group used the central route, because they processed both types of cues, whereas the other groups used purely peripheral cues

Correct Answer:- Option-A

Question13:-A consumer buys an expensive pair of running shoes. After the purchase, she :

- searches for additional online reviews,
- avoids videos that favour competing brands,
- exaggerates the importance of the comfort feature (which her chosen brand excels in),
- and downplays the superior durability of a brand she rejected.

These behaviours indicate that the consumer is MOST likely :

A:-Attempting to reduce psychological tension arising from a recent commitment

B:-Narrowing down her evoked set based on attribute importance

C:-Gathering external information to refine her choice criteria

D:-Engaging in pre-purchase evaluation to minimise feature regret

Correct Answer:- Option-A

Question14:-Which of the following are examples of *behavioural* segmentation variables ?

- i. Occasion of purchase
- ii. Brand loyalty status
- iii. User rate (heavy, medium, light users)
- iv. Personality traits

v. Age group

Select the correct combination :

A:-i, ii, iii

B:-i, ii, iv

C:-iii, iv, v

D:-i, iii, v

Correct Answer:- Option-A

Question15:-Bain's Frederick Reichheld suggests that only one customer question really matters :

*"How likely is it that you would recommend this product or service to a friend or colleague ?"*

This forms the basis of the Net Promoter Score (NPS). Consider the following statements :

i. While capturing NPS, customers are given a 0-10 scale on which to rate the likelihood of their recommending the company.

ii. Detractors (who gave a score of 0 to 6) are subtracted from the Promoters (who gave a score of 7 to 10).

iii. Detractors (who gave a score of 0 to 6) are subtracted from the Promoters (who gave a score of 9 to 10), and Passively satisfied customers (who gave 7 or 8) are ignored.

iv. NPS is the only scale which can measure customer satisfaction.

v. NPS is a direct measure of repeat purchase behaviour.

Which of the above statements are correct ?

A:-i, ii, iii

B:-i and iii

C:-i, iii, v

D:-ii, iii, iv

Correct Answer:- Option-B

Question16:-Two internet service providers offer identical download speeds and network coverage. Provider A has marginally better technical uptime (fewer outages), but its sign-up process is confusing, customer support is slow and billing plans are rigid. provider B has the same core service performance but offers a simple onboarding process, clear communication and highly flexible billing options. Customers overwhelmingly prefer Provider B.

Which interpretation BEST aligns with the value concepts described in the passage ?

A:-Customers always choose the provider with the lowest monetary cost, regardless of functional or psychological factors

B:-Provider A fails to highlight its functional superiority, which is the only determinant of perceived value

C:-Provider B lowers psychological and monetary costs, thereby increasing total customer value even without superior functional performance

D:-Customers are irrational and choose based on convenience rather than true value delivered

Correct Answer:- Option-C

Question17:-A firm is evaluating its ability to enter a new wellness-products market. During its 5C analysis, the marketing team examines :

- Its manufacturing technology and scalability
- Its brand reputation in health categories
- Its financial flexibility to fund product launches
- Its internal R and D expertise
- Its organizational culture and speed of decision-making.

These factors belong to which component of the 5C Framework ?

A:-Collaborators

B:-Company

C:-Competition

D:-Context

Correct Answer:- Option-B

Question18:-A company traditionally defines itself as "*a manufacturer of home appliances*" and focuses on improving product features such as durability and power efficiency. After rethinking its strategy, the company begins to view its business as "*helping households manage comfort, convenience and daily living tasks*". According to the passage, which conceptual shift BEST explains this transformation ?

A:-A shift from the selling concept to the marketing concept, because the firm is now trying to better satisfy consumer needs to increase sales

B:-A shift from a product-oriented to a market-value-oriented definition, because the firm now frames its purpose around the broader customer need it fulfils

C:-A shift from the marketing concept to the market-value concept, because the firm is now expressing its value proposition in financial terms

D:-A shift from a need-based orientation to a feature-based orientation, because the firm is broadening the functional attributes of its products.

Correct Answer:- Option-B

Question19:-Which managerial action is most appropriate to address negative sentiment among the general public ?

- (i) Revising dividend policies
- (ii) Increasing trade promotions
- (iii) Strengthening corporate communication and brand image
- (iv) Renegotiating supplier contracts

A:-Only (iii)

B:-Only (ii)

C:-Only (i and ii)

D:-Only (ii and iv)

Correct Answer:- Option-A

Question20:-A company uses data analytics to group consumers based on purchasing frequency, timing and usage context. This reflects :

- (i) Psychographic segmentation
- (ii) Behavioural segmentation
- (iii) Demographic segmentation
- (iv) Geographic segmentation

A:-Only (i and iii)

B:-Only (ii)

C:-Only (i and ii)

D:-Only (iv)

Correct Answer:- Option-B

Question21:-A fintech startup offers customized loan products based on individual credit behaviour and app usage patterns. This targeting strategy represents :

- (i) Differentiated targeting
- (ii) Concentrated targeting
- (iii) Micromarketing
- (iv) Undifferentiated targeting

A:-Only (i)

B:-Only (ii)

C:-Only (iii)

D:-None of the above

Correct Answer:- Option-C

Question22:-Amul leverages trust, affordability and national identity to appeal across consumer segments. This positioning is primarily :

- (i) User-category positioning
- (ii) Cultural and value-based positioning
- (iii) Attribute-based positioning
- (iv) Niche positioning

A:-Only (i)

B:-Only (ii)

C:-Only (iii)

D:-None of the above

Correct Answer:- Option-B

Question23:-Kotler argues that points of difference must be :

- (i) Unique, affordable and legally protected
- (ii) Desirable, deliverable and differentiating
- (iii) Emotional symbolic and experiential
- (iv) Visible, tangible and measurable

A:-Only (i)

B:-Only (ii)

C:-Only (iii)

D:-Only (iv)

Correct Answer:- Option-B

Question24:-According to Porter, high switching costs for buyers primarily :

- (i) Increase the threat of substitutes
- (ii) Intensify rivalry among competitors
- (iii) Increase supplier bargaining power
- (iv) Reduce buyer bargaining power

A:-Only (i)

B:-Only (ii)

C:-Only (iv)

D:-All of the above

Correct Answer:- Option-C

Question25:-Which statement best distinguishes PESTEL analysis from Porter's Five Forces ?

- (i) PESTEL focuses on micro-environment, while Five Forces focus on macro-environment.
- (ii) PESTEL analysis external macro factors, while Five Forces analyse industry structure.
- (iii) PESTEL is firm-specific, while Five Forces are industry-specific.
- (iv) PESTEL replaces Five Forces in strategic analysis.

A:-Only (i)

B:-Only (ii)

C:-Only (iii)

D:-Only (iv)

Correct Answer:- Option-B

Question26:-Which type of marketing research most commonly uses qualitative techniques ?

- (i) Exploratory research
- (ii) Casual research
- (iii) Experimental research
- (iv) None of them

A:-Only (i)

B:-Only (ii and i)

C:-Only (iii)

D:-Only (iv and iii)

Correct Answer:- Option-A

Question27:-The BCG Matrix primarily uses which two dimensions ?

- (i) Industry profitability and firm growth
- (ii) Market growth rate and relative market share
- (iii) Competitive intensity and demand variability
- (iv) Product life cycle and pricing strategy

A:-Only (i)

B:-Only (ii)

C:-Only (iii)



D:-Only (iv)

Correct Answer:- Option-B

Question28:-Which of the following best describes the Delphi method in demand forecasting ?

- (i) Uses past sales data to predict future demand
- (ii) Estimates sales using casual models
- (iii) Relies on structured expert opinion to reach consensus
- (iv) Applies moving averages for short-term forecasting

A:-Only (i)

B:-Only (ii)

C:-Only (iii)

D:-Only (iv)

Correct Answer:- Option-C

Question29:-A new cola brand emphasizes that it is as sweet and refreshing as the leading cola brands, without claiming any unique feature.

This marketing strategy represents :

- (i) Point of Difference (POD)
- (ii) Point of Parity (POP)
- (iii) Brand positioning
- (iv) Brand extension

A:-Only (i and ii)

B:-Only (ii)

C:-Only (iii and iv)

D:-Only (iv)

Correct Answer:- Option-B

Question30:-A tech company wants to launch a new wearable device. They :

1. Analyse past sales of similar products in different regions
2. Conduct surveys on customer preferences and willingness to pay
3. Interview fitness experts about market trends

Which statements best describes the research approach ?

- (i) Entirely qualitative research
- (ii) Entirely quantitative research
- (iii) Mixed-method research combining exploratory and quantitative techniques
- (iv) Casual research only

A:-Only (i)

B:-Only (ii)

C:-Only (iii)

D:-Only (iv)

Correct Answer:- Option-C

Question31:-Which of the following are external factors in SWOT analysis ?

- (i) Apple's brand loyalty

- (ii) Rising demand for electric vehicles
- (iii) Tesla's limited production capacity
- (iv) Increasing competition in the EV market

A:-Only (i and ii)

B:-Only (ii and iii)

C:-Only (iii and iv)

D:-Only (ii and iv)

Correct Answer:- Option-D

Question32:-In market research, a sample selected to represent the population ensures :

- (i) Validity
- (ii) Reliability
- (iii) Generalizability
- (iv) Casuality

A:-Only (i)

B:-Only (ii)

C:-Only (iii)

D:-Only (iv)

Correct Answer:- Option-C

Question33:-Which of the following is true for a Speciality Product ?

- (i) Their demand is elastic.
- (ii) Special efforts are made for purchasing these products.
- (iii) They are purchased without high buyer involvement.

A:-Only (i)

B:-Only (ii)

C:-Only (i) and (ii)

D:-All of the above

Correct Answer:- Option-B

Question34:-A shaving cream tube is an example of :

A:-Primary Packaging

B:-Secondary Packaging

C:-Tertiary Packaging

D:-Transportation Packaging

Correct Answer:- Option-A

Question35:-Based on the product levels \_\_\_\_\_ includes all the possible augmentations and changes the product may undergo in the future.

A:-Core Benefit

B:-Expected Product

C:-Augmented Product

D:-Potential Product

Correct Answer:- Option-D

Question36:-In Brand Portfolio of a firm, which of the following is also known as fighter brand ?

A:-Prestige Brand

B:-Cash Cows

C:-Stars

D:-Flankers

Correct Answer:- Option-D

Question37:-Which of the following statement is/are true for rationalizing the brand portfolio ?

(i) It involves maximizing the brand overlap and minimizing the market coverage.

(ii) Milking is one of the rationalization strategies.

(iii) Selling the brand is a portfolio rationalization strategy.

A:-Only (i)

B:-Only (ii) and (iii)

C:-Only (i) and (ii)

D:-All of the above

Correct Answer:- Option-B

Question38:-Identify the correct sequence of steps for New Product development :

A:-Idea generation, Idea screening, Concept development and testing, Marketing strategy development, Business analysis, Product development, Marketing testing, Commercialization

B:-Idea generation, Idea screening, Concept development and testing, Business analysis, Marketing strategy development, Product development, Marketing testing, Commercialization

C:-Idea generation, Idea screening, Concept development and testing, Business analysis, Marketing testing, Marketing strategy development, Product development, Commercialization

D:-Idea generation, Idea screening, Concept development and testing, Product development, Marketing strategy development, Business analysis, Marketing testing, Commercialization

Correct Answer:- Option-A

Question39:-Which of the following is true for Maturity Stage of Product Life Cycle :

(i) Sales is increasing at decreasing rate.

(ii) The advertising at this stage focuses more on awareness.

(iii) The profit margins increase at this stage.

A:-Only (i)

B:-Only (ii)

C:-Both (i) and (iii)

D:-Only (iii)

Correct Answer:- Option-A

Question40:-\_\_\_\_\_ is a special category in Product Life Cycle which come quickly into public view, are adopted with great enthusiasm, peak early and decline really fast.

A:-Style

B:-Fashion

C:-Fad

D:-Trend

Correct Answer:- Option-C

Question41:-The width of a product mix refers to :

A:-Total number of items in the mix

B:-The number of variants of each product in a product line

C:-The number of different product lines the company carries

D:-How closely related various product lines are

Correct Answer:- Option-C

Question42:-Which of the following is True as per the Labelling guidelines for Packaged food in India ?

(i) All the mandatory label particulars must be legible in English or Hindi (Devnagri script).

(ii) List of ingredients is optional for all food items except single ingredient food on the label.

(iii) The name of ingredients shall be listed in ascending order of their composition by weight or volume.

A:-Only (i)

B:-Only (ii)

C:-Only (iii)

D:-All of the above

Correct Answer:- Option-A

Question43:-The promotion at Maturity stage of Product Life Cycle aims at :

A:-Increase trial among early majority

B:-Build awareness and interest

C:-Increase trial among early adopters

D:-Encourage brand switching

Correct Answer:- Option-D

Question44:-The Ecomark Scheme which provides accreditation and labelling for household and consumer products that meet specific environmental criteria while maintaining quality standards as per Indian norms is administered by :

A:-Bureau of Indian Standards (BIS)

B:-Central Pollution Control Board and Bureau of Indian Standards (BIS)

C:-Ministry of Commerce and Industry

D:-Indian Standards Institute

Correct Answer:- Option-B

Question45:-Which of the following are the steps of the pricing planning process ?

- (i) Delineation of various economic forces.
- (ii) Identification of consumer perceptions.
- (iii) Set pricing objectives.

A:-Only (ii and iii)

B:-Only (i and iii)

C:-Only (i and ii)

D:-All of the above (i, ii and iii)

Correct Answer:- Option-D

Question46:-Producers make narrow assortments of products in large quantities, but consumers want broad assortments of products in small quantities. Which of the following functions fulfils the consumers' requirements ?

A:-Promotion mix

B:-Pricing strategies

C:-Marketing Channels

D:-Product Line

Correct Answer:- Option-C

Question47:-Sales management's challenge is to transform salespeople from customer advocates for price cuts into company advocates for value. Which of the following practices overcomes the above challenge ?

A:-Sales promotion

B:-Follow-up

C:-Value selling

D:-Prospecting

Correct Answer:- Option-C

Question48:-Which of the following are the contexts of "Scarcity Pricing" ?

- (i) When consumers are price sensitive
- (ii) The introduction of a new product is so highly anticipated
- (iii) The product quality is high, so consumers are more willing to pay a high price to obtain it.

A:-All of the above (i, ii, and iii)

B:-Only (i and iii)

C:-Only (i and ii)

D:-Only (ii and iii)

Correct Answer:- Option-D

Question49:-Which of the following distribution strategies are suitable for consumer electronics, furniture and home appliance brands ?

A:-Exclusive distribution

B:-Selective distribution

C:-Intensive distribution

D:-Online marketing

Correct Answer:- Option-B

Question50:-As acceptance of Electric vehicles becomes more widespread, production volumes will accelerate and per-unit costs will decrease, allowing for lower prices while maintaining consistent margins. Which of the following pricing strategies are considered suitable for the above context ?

A:-Experience curve pricing

B:-Value-based pricing

C:-Product Line pricing

D:-Scarcity Pricing

Correct Answer:- Option-A

Question51:-Which of the following measures are taken by the management to boost sales force morale and performance ?

(i) Organisational Climate

(ii) Sales quotas

(iii) Positive incentives

A:-Only (i and ii)

B:-All of the above (i, ii and iii)

C:-Only (ii and iii)

D:-Only (i and iii)

Correct Answer:- Option-B

Question52:-Restaurants and movie theatres often offer discounts to customers who visit during off-peak hours. Which of the following pricing strategies is followed in the above context by the organisations ?

A:-Differential Pricing Strategy

B:-Dynamic Pricing

C:-Low-price Strategy

D:-Predatory Pricing

Correct Answer:- Option-A

Question53:-Which of the following are denoted by vertically integrated in both directions in the supply chain ?

(i) An intermediary that exists between the organisation and the sources of raw materials.

(ii) An intermediary that exists between the organisation and the retailer.

(iii) Organisation controls several entities in the supply chain that are at the same level.

A:-Only (iii)

B:-Only (i and ii)

C:-All of the above (i, ii and iii)

D:-Only (i and iii)

Correct Answer:- Option-B

Question54:-During the presentation step of the selling process, the salesperson tells the "value story" to the buyer. Which of the following are important in the presentation ?

(i) How the company's products and services fit the customer's needs.

(ii) The salesperson's appearance, opening lines and follow-up remarks.

(iii) Good listening skills and problem-solving skills.

A:-Only (ii)

B:-Only (i and ii)

C:-Only (ii and iii)

D:-Only (i and iii)

Correct Answer:- Option-D

Question55:-Suppose the manufacturer wants to earn a 20% markup on sales when the unit cost is Rs. 16, which of the following will be the markup price ?

A:-Rs. 20

B:-Rs. 19.20

C:-Rs. 16

D:-Rs. 12

Correct Answer:- Option-A

Question56:-Which of the following aspects are included in the value-based pricing ?

(i) Assess customer needs and value perceptions.

(ii) Design a product to deliver the desired value at the target price.

(iii) Convince buyers of the product's value.

A:-Only (iii)

B:-Only (i and ii)

C:-All of the above (i, ii and iii)

D:-Only (i and iii)

Correct Answer:- Option-B

Question57:-Written material which is to be set in type for the print media or spoken by announcers for broadcast commercials is called :

A:-USP

B:-Appeal

C:-Brand equity

D:-Copy

Correct Answer:- Option-D

Question58:-Name the advertising professional associated to Ogilvy, who died recently. He is famous for ads for Fevicol, Cadbury and Asian Paints, etc.

A:-Arvind Sharma

B:-Piyush Pandey

C:-Prahlad Kakkar

D:-Prasoon Joshi

Correct Answer:- Option-B

Question59:-A manufacturer offers various incentives to the retailers during festival seasons for selling more quantities to the customers. This is called :

A:-Trade promotion

B:-Sales Promotion

C:-Guerilla Marketing

D:-Integrated Marketing

Correct Answer:- Option-A

Question60:-A manufacturer wishes to conduct Sweepstakes as a part of promotion. Which of the following arguments are TRUE ?

(i) The customer can participate in the lucky draw, if they conduct it.

(ii) It is not necessary for the customer to purchase the brand produced by the manufacturer to enter in to the contest.

(iii) The customer needs to purchase the product and show the proof of purchase to enter in to the contest.

(iv) The sales executives will personally meet every customer.

A:-(i) and (ii)

B:-(iii) and (iv)

C:-(i) and (iii)

D:-(i) and (iv)

Correct Answer:- Option-A

Question61:-Sales promotion is commonly referred to as :

A:-Above the line promotion

B:-Personal selling

C:-Dispatching

D:-Below the line promotion

Correct Answer:- Option-D

Question62:-A manufacturer runs a program-length (usually a half-hour) televised commercial message resembling an entertainment or consumer affairs programs. This type of promotion is called :

A:-Appeals

B:-Informercial

C:-Sales Promotion



D:-Trade Promotion

Correct Answer:- Option-B

Question63:-USP in promotion is :

A:-Universal Selling Product

B:-Unique Selling Proposition

C:-Universal Selling Process

D:-Unique Selling Product

Correct Answer:- Option-B

Question64:-A car manufacturer aims to convince current purchasers that they made the right choice by showing satisfied customers enjoying the special features of their newly purchased cars made by this manufacturer. The manufacturer used :

A:-Comparative advertising

B:-Publicity

C:-Remainder advertising

D:-Reinforcement advertising

Correct Answer:- Option-D

Question65:-Guerrilla marketing uses :

(i) Surprise.

(ii) Unconventional tactics.

(iii) Creativity to create buzz.

(iv) Low budgets.

A:-i and iv

B:-i, ii and iii

C:-ii and iv

D:-All the above

Correct Answer:- Option-D

Question66:-Defining the \_\_\_\_\_ involves showing customers or stakeholders the unique benefits, solutions and positive impact your product, service or ideas offer, focusing on solving their problems and meeting their needs, not just listing features, through empathy, clear messaging, data and storytelling to build connection and justify purchase.

A:-Segmentation

B:-Purchase Dissonance

C:-Unique Selling Proposition

D:-Unique Value Proposition

Correct Answer:- Option-D

Question67:-Identify the stage which is NOT a part of the AIDA Model ?

A:-Action

B:-Decision

C:-Attention

D:-Interest

Correct Answer:- Option-B

Question68:-Comparing Public Relations and Marketing, which of the following is NOT TRUE ?

- (i) PR professionals do write press releases, pitching positive stories about the company and building media relationships. Marketing professionals spend their time planning product launches, creating affiliate programs and conducting client research.
- (ii) The PR department is focused mainly on reaching customers and prospects. The marketing department speaks to different audiences depending on the company's needs and the goodwill to be created.
- (iii) PR is focused on creating a positive image for the company and building a positive relationship with the company's various stakeholders. Marketing focuses on reaching customers and prospects and increasing sales for the company.
- (iv) PR professionals consider whether or not they effectively create a positive buzz for the company. Marketing might look at whether a product met its sales goals or the ROI from a recent campaign.

A:-All are true

B:-i and ii

C:-iv

D:-ii

Correct Answer:- Option-D

Question69:-Which among the four are Out-Of-Home advertising ?

- (i) News papers
- (ii) Transit ads
- (iii) Magazines
- (iv) Hoardings

A:-ii and iv

B:-i and iii

C:-i and ii

D:-All the above

Correct Answer:- Option-A

Question70:-Which of the following is NOT a characteristic of Personal Selling ?

A:-Direct Interaction

B:-One-Way Communication

C:-Relationship Building

D:-Adaptable as per customer needs

Correct Answer:- Option-B

Question71:-Which of the following best explains how digital information asymmetry has changed consumer decision-making ?

A:-Consumers rely more on brand-controlled communication

B:-Consumers postpone purchase decisions due to excess choice

C:-Consumers actively reduce perceived risk through peer-generated content

D:-Consumers depend primarily on offline word-of-mouth

Correct Answer:- Option-C

Question72:-When evaluating international markets, consider the following statements :

I. Market size alone is sufficient to judge market attractiveness.

II. Market growth rate reflects future revenue potential.

III. Institutional quality affects cost of doing business.

IV. Cultural similarity guarantees faster market penetration.

Which of the above statements are correct ?

A:-II and III only

B:-I and II only

C:-II, III and IV only

D:-I, II, III and IV

Correct Answer:- Option-A

Question73:-Which metric in Google Analytics is most appropriate to evaluate user engagement on a landing page ?

A:-Impressions

B:-Bounce Rate

C:-Click-through Rate

D:-Cost per Click

Correct Answer:- Option-B

Question74:-Which entry mode offers maximum control but highest risk ?

A:-Exporting

B:-Licensing

C:-Joint venture

D:-Wholly owned subsidiary

Correct Answer:- Option-D

Question75:-Content marketing contributes to brand equity primarily because it :

A:-Increases media frequency at lower cost

B:-Reduces dependence on paid advertising

C:-Enhances perceived brand credibility and trust

D:-Ensures immediate conversion

Correct Answer:- Option-C

Question76:-Which characteristic is typical of emerging markets ?

A:-Low population growth and high per capita income

B:-Stable infrastructure and saturated demand

C:-High growth potential with institutional voids

D:-Uniform consumer preferences

Correct Answer:- Option-C

Question77:-Regarding search engine optimisation :

I. On-page SEO influences crawlability and relevance.

II. Backlinks act as indicators of content authority.

III. Search engine algorithms ignore user behaviour metrics.

IV. SEO outcomes are influenced by both technical and content factors.

Which of the above are correct ?

A:-I, II and IV only

B:-I and III only

C:-II and IV only

D:-I, II, III and IV

Correct Answer:- Option-A

Question78:-A global brand is most vulnerable to negative country-of-origin effects when :

A:-Brand awareness is high

B:-Product involvement is low

C:-Perceived purchase risk is high

D:-Distribution coverage is wide

Correct Answer:- Option-C

Question79:-Which feature uniquely differentiates mobile marketing from desktop-based digital marketing ?

A:-Email personalisation

B:-Geo-location targeting

C:-Display advertising

D:-Banner blindness

Correct Answer:- Option-B

Question80:-Which of the following applications best illustrates machine learning in digital marketing ?

A:-Rule-based email automation

B:-Predictive product recommendations systems

C:-Static A/B testing

D:-Manual keyword bidding

Correct Answer:- Option-B

Question81:-Which model most accurately represents platform-based e-commerce ?

A:-Traditional B2C

B:-C2C only

C:-Marketplace intermediary model

D:-Direct-to-consumer

Correct Answer:- Option-C

Question82:-In search advertising, Quality Score primarily affects :

A:-Total campaign budget

B:-Ad placement and cost per click

C:-Website loading speed

D:-Organic search ranking

Correct Answer:- Option-B

Question83:-Consider the following statements :

Statement I : Licensing reduces capital investment and risk.

Statement II : Licensing ensures strong control over brand execution.

Which is correct ?

A:-Only Statement I

B:-Only Statement II

C:-Both I and II

D:-Neither I nor II

Correct Answer:- Option-A

Question84:-Which application best reflects predictive analytics using AI ?

A:-Rule-based email automation

B:-Recommendation engines

C:-Static A/B testing

D:-Manual segmentation

Correct Answer:- Option-B

Question85:-Regarding global product strategies :

I. Standardisation reduces cost through economies of scale.

II. Adaptation improves local relevance.

III. Modular design allows partial adaptation.

IV. Adaptation always improves profitability.

Which of the above are correct ?

A:-I, II and III only

B:-I and IV only

C:-II and IV only

D:-I, II, III and IV

Correct Answer:- Option-A

Question86:-Country-of-origin effects are strongest for :

A:-Low-involvement FMCG products

B:-Services with intangible attributes

C:-High-involvement, high-risk products

D:-Generic commodities

Correct Answer:- Option-C

Question87:-Country image influences consumer behaviour because :

I. It serves as a quality cue.

II. It reduces perceived purchase risk.

III. It Substitutes brand equity.

IV. It affects brand evaluation.

Which are correct ?

A:-I, II and IV only

B:-I and III only

C:-II and III only

D:-I, II, III and IV

Correct Answer:- Option-A

Question88:-With respect to social media KPIs :

I. Reach measures potential exposure.

II. Engagement rate reflects interaction intensity.

III. Click-through rate measures brand loyalty.

IV. KPIs should align with campaign objectives.

Which of the above are correct ?

A:-I, II and IV only

B:-I and III only

C:-II and III only

D:-I, II, III and IV

Correct Answer:- Option-A

Question89:-Which market entry mode involves lowest resource commitment and lowest control ?

A:-Wholly owned subsidiary

B:-Joint venture

C:-Licensing

D:-Strategic alliance

Correct Answer:- Option-C

Question90:-A firm prefers low political risk, high control and long-term commitment. Which strategy aligns best ?

A:-Exporting through agents

B:-Licensing

C:-Strategic alliance

D:-Wholly owned subsidiary in stable economies

Correct Answer:- Option-D

Question91:-Senior management reviews a strategic plan that emphasises revenue

growth and profitability metrics, but gives little attention to customer experience or employee capability development. This emphasis MOST clearly reflects which limitation of strategic planning ?

A:-Strong shareholder orientation

B:-Balanced scorecard logic

C:-Narrow definition of strategic performance

D:-Effective strategic control

Correct Answer:- Option-C

Question92:-Management proposes backward integration after noticing sharp increases in input prices and growing dependence on a few dominant suppliers. Which competitive force is this decision PRIMARILY intended to address ?

A:-Rivalry among competitors

B:-Bargaining power of buyers

C:-Bargaining power of suppliers

D:-Threat of new entrants

Correct Answer:- Option-C

Question93:-All but one of the following belong to the original Balanced Scorecard perspectives proposed by Kaplan and Norton. Identify the exception.

A:-Learning and Growth

B:-Financial

C:-Customer

D:-Regulatory Compliance

Correct Answer:- Option-D

Question94:-Despite operating under identical market conditions and using the same technology, one firm consistently outperforms its competitor due to superior internal coordination and routines.

Which explanation MOST convincingly accounts for this outcome ?

A:-Advantage lies primarily in physical assets

B:-Performance differences are coincidental

C:-Organisational capabilities create performance differences

D:-Industry forces alone determine outcomes

Correct Answer:- Option-C

Question95:-A firm considers combining with a competitor at the same level of the value chain. However, concerns about post-merger integration, regulatory approval and synergy realisation make full acquisition risky.

Under which condition would a joint venture be the MORE appropriate governance choice ?

A:-Horizontal integration

B:-Vertical integration

C:-New market entry

D:-Building a larger resource base

Correct Answer:- Option-A

Question96:-While an established firm concentrates on protecting its existing customer base, a smaller rival targets overlooked customer segments with tailored offerings.

Which strategic interpretation BEST explains the challenger's approach ?

A:-Inevitably inferior to the market leader

B:-Use of a focused or niche differentiation strategy

C:-Adoption of cost leadership

D:-Strategic imitation

Correct Answer:- Option-B

Question97:-Although marketing expenditure has increased, the cost of acquiring each new customer has risen rather than fallen.

Which type of marketing control would BEST help management evaluate this issue ?

A:-Strategic control

B:-Annual plan control

C:-Efficiency control

D:-Marketing audit

Correct Answer:- Option-C

Question98:-A firm achieves its annual sales and profit targets, yet observes a steady increase in marketing expenses relative to sales.

Which control approach should management rely on to address this concern MOST effectively ?

A:-Strategic control alone

B:-Annual plan control alone

C:-Efficiency control alone

D:-Annual plan control supported by efficiency control

Correct Answer:- Option-D

Question99:-Despite consistently achieving planned targets, a firm's brand relevance and long-term customer engagement show signs of erosion.

Which strategic control judgement is MOST appropriate ?

A:-Target achievement confirms strategic soundness

B:-Operational Efficiency offsets strategic weaknesses

C:-The firm's strategy may no longer align with its environment

D:-Marketing efficiency should be prioritised

Correct Answer:- Option-C

Question100:-Management suspects that the firm's marketing strategy may no longer be aligned with market realities and wants a comprehensive, independent evaluation.



Which situation JUSTIFIES initiating a marketing audit ?

A:-Short-term sales variance

B:-Rising promotion costs in a single region

C:-Persistent strategic misalignment with market conditions

D:-Declining salesforce productivity

Correct Answer:- Option-C