

Learner Level Assessment Dec. 2021

Course: Basics of Marketing [Generic Core]

Course Code: 105

Total Marks: 50 (25 Questions- 2 marks each)

Time: 30 Minutes

Semester: I

Academic Year : 2021-2022

Course Faculty: S.S.Khatri

* Required

1. Name of Student *

2. Roll Number *

3. 1. The desire to drink a coke instead of orange juice is an example of a(n) _____.*

1 point

Mark only one oval.

- ☐ a) Necessity
- ☐ b) Want
- ☐ c) Requirement
- ☐ d) Demand



4. 2. Marketing people market _____ types of entities *

1 point

Mark only one oval.

- ☐ a) four
- ☐ b) Eight
- ☐ c) ten
- ☐ d) two

5. 3. 'Tangibilize the intangible' refers to which p? *

1 point

Mark only one oval.

- ☐ a) People
- ☐ b) Process
- ☐ c) Product
- ☐ d) Physical evidence

6. 4. Indian Government is marketing India as a tourist destination through the _____ advertisement campaign. *

1 point

Mark only one oval.

- ☐ a) Credible India
- ☐ b) Incredible India
- ☐ c) Gateway to backwaters
- ☐ d) Gateway of India



7. 5. A Titan watch has one year warranty. In some showrooms they have provided an extended warranty of three years. Which type of customer need is the company trying to satisfy? * 1 point

Mark only one oval.

- ☐ a) Real need
- ☐ b) Stated need
- ☐ c) Unstated need
- ☐ d) Delight need

8. 6. _____ develop on the basis of wealth, skills and power. * 1 point

Mark only one oval.

- ☐ a) Economical classes
- ☐ b) Purchasing communities
- ☐ c) Competitors
- ☐ d) Social classes

9. 7. A group of relevant brands that a prospective consumer is favorably familiar with when they are thinking about making a purchase, is known as: 1 point

_____. *

Mark only one oval.

- ☐ a) Market place
- ☐ b) Super set
- ☐ c) Evoked set
- ☐ d) Sub set



10. 8. Cognitive dissonance is high when _____.*

1 point

Mark only one oval.

- ☐ a) Purchase is expensive
- ☐ b) Purchase is made in frequently
- ☐ c) Consumers face social risk
- ☐ d) Product is low involvement

11. 9. A person's _____ are all the groups that have a direct or indirect influence on their attitudes or behavior.*

1 point

Mark only one oval.

- ☐ a) Inspirational groups
- ☐ b) Reference groups
- ☐ c) Dissociative groups
- ☐ d) None of the above

12. 10. _____ is the process through which a relatively permanent change in behavior results from the consequences of past behavior.*

1 point

Mark only one oval.

- ☐ a) Action
- ☐ b) Motive
- ☐ c) Perception
- ☐ d) Learning



13. 11. The main demographic force that marketers monitor is _____. * 1 point

Mark only one oval.

- ☐ a) Population
- ☐ b) Literacy
- ☐ c) Sex
- ☐ d) None of the above

14. 12. The limit approached by market demand as industry marketing expenditures approach infinity for a given marketing environment is called as _____. * 1 point

Mark only one oval.

- ☐ a) Market Forecast
- ☐ b) Market Share
- ☐ c) Market Potential
- ☐ d) Market Growth

15. 13. Which of the following is not a part of Micro Environment? * 1 point

Mark only one oval.

- ☐ a) Technology
- ☐ b) Shareholders
- ☐ c) Competitors
- ☐ d) Publics



16. 14. Which of the following is not a part of Macro Environment? *

1 point

Mark only one oval.

- ☐ a) Laws & Policies
- ☐ b) Demographics
- ☐ c) Suppliers
- ☐ d) Social Values

17. 15. The formula _____ is the essence of strategic marketing. *

1 point

Mark only one oval.

- ☐ a) STP- Segmentation, Targeting, Positioning
- ☐ b) CRM- Customer Relationship Management
- ☐ c) TPD- Targeting, Positioning, Distribution
- ☐ d) None of the above

18. 16. People within the same demographic group exhibits _____ psychographic profiles. *

1 point

Mark only one oval.

- ☐ a) Very Different
- ☐ b) Similar
- ☐ c) Can't say
- ☐ d) None of the above



19. 17. In _____, marketers classifies buyers into groups depending on attitude toward, knowledge of, response to or use of a product. * 1 point

Mark only one oval.

- ☐ a) Demographic segmentation
- ☐ b) Behavioral segmentation
- ☐ c) Psychographic segmentation
- ☐ d) None of the above

20. 18. Product level benefits do NOT include _____ product benefits * 1 point

Mark only one oval.

- ☐ a) Augmented
- ☐ b) Basic
- ☐ c) Expected
- ☐ d) Metamarket

21. 19. Potato chips, candy bars and chocolates are examples of: * 1 point

Mark only one oval.

- ☐ a) Convenience goods
- ☐ b) Staples
- ☐ c) Impulse goods
- ☐ d) None of the above



22. 20. The _____ of a product mix implies to how many different product lines the company carries. *

1 point

Mark only one oval.

- ☐ a) Length
- ☐ b) Depth
- ☐ c) Width
- ☐ d) Consistency

23. 21. Customers are showing greater price sensitivity in their search for _____.*

1 point

Mark only one oval.

- ☐ right product
- ☐ right service
- ☐ value
- ☐ right store

24. 22. Rising promotion costs and shrinking profit margins are the result of _____.*

1 point

Mark only one oval.

- ☐ changing technology
- ☐ globalization
- ☐ deregulation
- ☐ privatization



25. 23. When a customer has a(n) _____ need he/she wants a car whose operating cost, not its initial price, is low. * 1 point

Mark only one oval.

- ☐ . stated
☐ real
☐ unstated
☐ delight

26. 24. During market segmentation analysis, the marketer identifies which segments present the greatest opportunity. These segments are called _____.* 1 point

Mark only one oval.

- ☐ target markets
☐ primary markets
☐ tertiary markets
☐ demographic markets

27. 25. _____ includes all the actual and potential rival offerings and substitutes that a buyer might consider. * 1 point

Mark only one oval.

- ☐ Competition
☐ The product offering
☐ A value proposition
☐ The supply chain



Evaluation Sheet- Learner Level Assessment Test

Academic Year: 2021-2022

MBA Sem-I

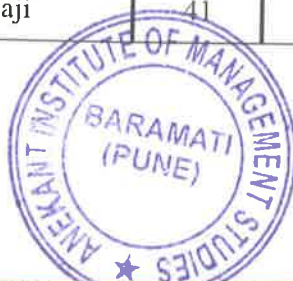
Course Number & Code : 105

Date: 20/12/2021

Name of Course : Basics of Marketing

Credits: 3

Sr. No.	Roll #	Name of the Student	Total Marks	Percentage	Learner Level
1	673121001	Adhav Amar Lalaso	38	76	ML
2	673121002	Ambole Pankaj Arun	31	62	ML
3	673121003	Atole Omkar Satish	38	76	ML
4	673121004	Awaghade Shubham Vilas	40	80	ML
5	673121005	Babar Pritee Nandkumar	43	86	AI
6	673121006	Babar Priyanka Sunil	36	72	ML
7	673121007	Bhandare Niranjana Devanand	0	0	SL
8	673121008	Bhappar Anita Balaso	38	76	ML
9	673121009	Bhise Abhijeet Vijay	42	84	ML
10	673121010	Bhise Aditya Dattatray	0	0	SL
11	673121011	Bhise Jyoti Janaba	41	82	ML
12	673121012	Bhise Sanyukta Nitin	38	76	ML
13	673121013	Bhokare Ankita Kumar	45	90	AI
14	673121014	Bhong kirti tukaram	33	66	ML
15	673121015	Bhosale Amol Rajendra	40	80	ML
16	673121016	Bhosale Ankita Ananta	37	74	ML
17	673121017	Bhosale Mayuri Revindra	36	72	ML
18	673121018	Bhosale Nayan Sunil	39	78	ML
19	673121019	Bhosale Rushikesh Mahadev	31	62	ML
20	673121020	Bhosale Sanket Nanasaheb	43	86	AI
21	673121021	Bhosle Chaitanya Baburao	36	72	ML
22	673121022	Chandgude Aatish Vaibhav	43	86	AI
23	673121023	Chavan Aayushkar Dhanaji	41	82	ML



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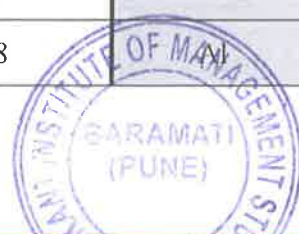
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Sr. No.	Roll #	Name of the Student	Total Marks	Percentage	Learner Level
24	673121024	Chavan Aniket Subhash	40	80	ML
25	673121025	Chavan Bhairinath Mohan	43	86	AI
26	673121026	Dagade Siddhanath Malhari	31	62	ML
27	673121027	Dagale Tejaswini Santoshkumar	46	92	AI
28	673121028	Darade Atul Bhagwat	40	80	ML
29	673121029	Dargude Shubhangi Sanjay	33	66	ML
30	673121030	Deshmukhe Amruta Rajkumar	43	86	AI
31	673121031	Dongare Prathamesh Ulhas	45	90	AI
32	673121032	Doshi Samiksha Vibhav	44	88	AI
33	673121033	Doshi Sonu Vijaykumar	40	80	ML
34	673121034	Dugad Rutuja Rahul	45	90	AI
35	673121035	Gadhawe Sangram Anant	27	54	SL
36	673121036	Gadiya Ankit Abhay	40	80	ML
37	673121037	Gaikwad Ashwini Mohan	33	66	ML
38	673121038	Garad Prathamesh Dhananjay	40	80	ML
39	673121039	Gawade Adesh Shivaji	37	74	ML
40	673121040	Ghadge Kiran Dattatray	43	86	AI
41	673121041	Ghanwat Rutuja Bharat	43	86	AI
42	673121042	Gophane Lokesh Balaso	35	70	ML
43	673121043	Gugale Sakshi Nilesh	37	74	ML
44	673121044	Gulave Vaishnavi Vasant	45	90	AI
45	673121045	Hadambar Akshay Dattatray	21	42	SL
46	673121046	Hagare Vishal Laxman	36	72	ML
47	673121047	Haspe Rutuja Namdev	44	88	



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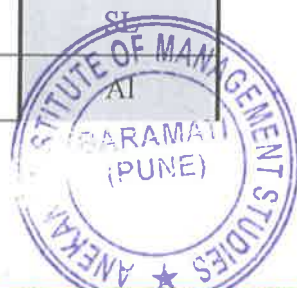
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Sr. No.	Roll #	Name of the Student	Total Marks	Percentage	Learner Level
48	673121048	Honmane Dadaso Anna	44	88	AI
49	673121049	Jadhav Ajay Sanjay	35	70	ML
50	673121050	Jadhav Akshay Ankush	34	68	ML
51	673121051	Jadhav Chaitrali Vijay	36	72	ML
52	673121052	Jadhav Kiran Prakash	36	72	ML
53	673121053	Jadhav Poonam Sanjay	35	70	ML
54	673121054	Jadhav Vaishnavi Hemant	39	78	ML
55	673121055	Jagatap Gourav Vishwas	36	72	ML
56	673121056	Jagtap Niket Satyawar	44	88	AI
57	673121057	Jain Rajat Ratnappa	46	92	AI
58	673121058	Jetwan Akshata Subhana	36	72	ML
59	673121059	Jogdand Pratik Dadasaheb	40	80	ML
60	673121060	Joshi Gaurav Vijay	39	78	ML
61	673121061	Kadam Akshada Hanumant	39	78	ML
62	673121062	Kamble Saloni Deepak	45	90	AI
63	673121063	Kasave Akshay Kalyan	22	44	SL
64	673121064	Kate Anuradha Vijaysinh	43	86	AI
65	673121065	Khalate Omkar Ramesh	41	82	ML
66	673121066	Kharade Sagar Ashok	41	82	ML
67	673121067	Khomane Pradnya Santosh	35	70	ML
68	673121068	Khomane Sonali Satish	44	88	AI
69	673121069	Kondake Priyanka Mahendra	45	90	AI
70	673121070	Kothmire Divyani Satish	10	20	SL
71	673121071	Kuchekar Sakshi Ramesh	44	88	AI



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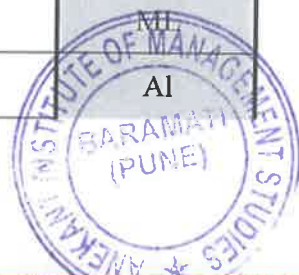
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Sr. No.	Roll #	Name of the Student	Total Marks	Percentage	Learner Level
72	673121072	Kumbhar Vaibhav Vijay	45	90	AI
73	673121073	Lavate Akanksha Dhananjay	41	82	ML
74	673121074	Limaye Apurva Ajit	39	78	ML
75	673121075	Lipare Kshitija Avinash	44	88	AI
76	673121076	Londhe Prajakta Pramod	41	82	ML
77	673121077	Londhe Shivaji Tanaji	30	60	ML
78	673121078	Mandlik Aniket Dattatray	44	88	AI
79	673121079	Mane Abhijeet Sayaji	11	22	SL
80	673121080	Mane Tushar Anandrao	0	0	SL
81	673121081	Markad Megharaj Dattatraya	0	0	SL
82	673121082	Mergal Komal Yuvraj	41	82	ML
83	673121083	Mohite Snehal Satish	37	74	ML
84	673121084	More Sayali Dadaso	45	90	AI
85	673121085	Mulani Asif Sikandar	41	82	ML
86	673121086	Mulla Zaid Ajij	41	82	ML
87	673121087	Nagawade Sagar Mahadev	45	90	AI
88	673121088	Nalage Aishwarya Popat	40	80	ML
89	673121089	Nazirkar Omkar Chandrakant	40	80	ML
90	673121090	Palange Sarthak Shrikant	0	0	SL
91	673121091	Patil Abhishek Rajaram	30	60	ML
92	673121092	Pawar Devendra Ashok	37	74	ML
93	673121093	Pawar Komal Tanaji	44	88	AI
94	673121094	Pawar Prakash Ambadas	36	72	ML
95	673121095	Pawar Sachin Ramchandra	43	86	AI



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Sr. No.	Roll #	Name of the Student	Total Marks	Percentage	Learner Level
96	673121096	Pawar Suraj Devidas	44	88	AI
97	673121097	Pawar Sweeti Pandurang	40	80	ML
98	673121098	Pople Tejaswini Dnyanchandra	44	88	AI
99	673121099	Rajage Apparna Dilip	0	0	SL
100	673121100	Ramgude Vishal Sanjay	0	0	SL
101	673121101	Raskar Abhishek Rajendra	37	74	ML
102	673121102	Raskar Pratiksha Anil	41	82	ML
103	673121103	Rupnavar Lakhan Agatrao	0	0	SL
104	673121104	Sabale Sneha Sanjay	40	80	ML
105	673121105	Sangale Rutuja Balaso	42	84	ML
106	673121106	Saswade Priyanka Shivaji	41	82	ML
107	673121107	Sayyad Saida Salim	13	26	SL
108	673121108	Shende Avinash Vilas	42	84	ML
109	673121109	Shinde Kailas Arjun	34	68	ML
110	673121110	Shinde Rashmi Laxman	0	0	SL
111	673121111	Shinde Sumit Tanaji	42	84	ML
112	673121112	Shinde Swapnil Chandrakant	41	82	ML
113	673121113	Shinde Vishakha Ramesh	44	88	AI
114	673121114	Shingade Suraj Balasaheb	33	66	ML
115	673121115	Sonawane Priyanka Mahendra	34	68	ML
116	673121116	Sonawane Shreya Santosh	39	78	ML
117	673121117	Surve Shubham Uttam	30	60	ML
118	673121118	Takale Aditya Dilip	42	84	ML
119	673121119	Tamboli Heena Bashir	37	74	ML



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Sr. No.	Roll #	Name of the Student	Total Marks	Percentage	Learner Level
120	673121120	Tamhane Rajwardhan Ranjeet	39	78	ML
121	673121121	Thanke Viki Mahadev	38	76	ML
122	673121122	Thokale Tushar Shrimant	31	62	ML
123	673121123	Wagh Ajit Hanmant	31	62	ML
124	673121124	Yadav Gaurav Satish	41	82	ML
125	673121125	Zanje Ramdas Bapu	38	76	ML
126	673121126	Zende Mayuri Namdev	42	84	ML
Advances Learners (AL)			32		25.40%
Meduim Learners (ML)			79		62.70%
Slow Learners (SL)			15		11.90%
Name & Signature of Faculty: S.S.Khatri					

