

105- Learner Level Assessment, Dec. 2022

Course: Basics of Marketing [Generic Core]

Course Code: 105

Units: 1 & 2

Total Marks: 25

Time: 1 Hour

Semester: I

Academic Year : 2022-2023

Course Faculty: S.S.Khatri

* Required

1. Name of Student *

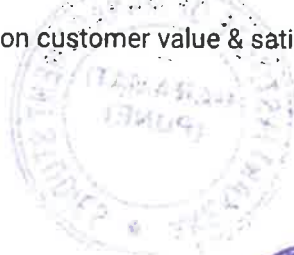
2. Roll Number *

3. Which of the following best describes marketing? *

1 point

Mark only one oval.

- ☐ Advertising & promotional activities
- ☐ Sales campaigns
- ☐ Giving discounts & price benefits
- ☐ Focusing on customer value & satisfaction



4. 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

5. Marketing people market _____ types of entities *

1 point

Mark only one oval.

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

6. 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



7. 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.

- ☐ a) stated
- ☐ b) real
- ☐ c) unstated
- ☐ d) delight

8. Marketing myopia occurs when company ignores the important question. * 1 point

Mark only one oval.

- ☐ Who moved my cheese?
- ☐ What price should I set?
- ☐ What is the short term goal?
- ☐ What business we are into?

9. Mohan Sawhney has proposed the concept of _____ to describe a cluster of complementary products and services that are closely related in the minds of consumers but are spread across a diverse set of industries. * 1 point

Mark only one oval.

- ☐ a) metamarket
- ☐ b) vertical integration
- ☐ c) horizontal integration
- ☐ d) betamarket



10. A _____ is someone seeking a response (attention, a purchase, a vote, a donation) from another party, called the _____. * 1 point

Mark only one oval.

- ☐ a) salesperson, customer
- ☐ b) fund raiser, contributor
- ☐ c) politician, voter
- ☐ d) marketer, prospect

11. _____ 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

12. Customers are showing greater price sensitivity in their search for _____. * 1 point

Mark only one oval.

- ☐ a) the right product
- ☐ b) the right service
- ☐ c) the right store
- ☐ d) value



13. When purchasing a shirt from a shopping mall, travelling to the mall is a _____ & getting the shirt quickly & not having to wait for check out is _____ * 1 point

Mark only one oval.

- ☐ Benefit, Benefit
- ☐ Cost, Benefit
- ☐ Cost, Cost
- ☐ Benefit, Cost

14. Rising promotion costs and shrinking profit margins are the result of _____ * 1 point

Mark only one oval.

- ☐ a) changing technology
- ☐ b) globalization
- ☐ c) privatization
- ☐ d) heightened competition

15. In response to threats from such companies as AOL, Amazon, Yahoo, eBay, E'TRADE, and dozens of others, established manufacturers and retailers became "brick-and-click" oriented by adding online services to their existing offerings. This process became known as _____. * 1 point

Mark only one oval.

- ☐ a) reintermediation
- ☐ b) disintermediation
- ☐ c) e-commerce
- ☐ d) e-collaboration..



16. Many brick-and-click competitors became stronger contenders in the marketplace than the pure-click firms because they had a larger pool of resources to work with and _____. * 1 point

Mark only one oval.

- ☐ a) better prices
- ☐ b) greater value
- ☐ c) well-established brand names
- ☐ d) one-on-one communications

17. According to Theodore Levitt, who drew a perceptive contrast between the selling and marketing concepts, _____ is preoccupied with the need to convert products into cash. * 1 point

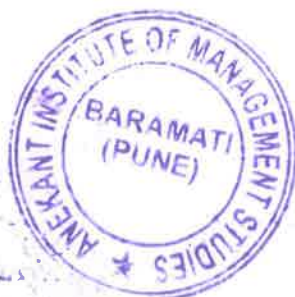
Mark only one oval.

- ☐ a) marketing
- ☐ b) selling
- ☐ c) direct marketing
- ☐ d) holistic marketing

18. The demand for steel is influenced by the demand of cars in general. This is called _____. * 1 point

Mark only one oval.

- ☐ a) Latent demand
- ☐ b) Direct demand
- ☐ c) Indirect demand
- ☐ d) Derived demand



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

Mark only one oval.

- ☐ a) Competition
- ☐ b) The product offering
- ☐ c) A value proposition
- ☐ d) The supply chain

20. If a company is able to create innovative products through R&D, it is a part * 1 point
of _____ & the probability of an increase in the corporate tax for
firms is a part of _____.

Mark only one oval.

- ☐ Strength, Threat
- ☐ Opportunity, Threat
- ☐ Strength, Weakness
- ☐ Opportunity, Strength

21. Companies that practice both a reactive and proactive marketing orientation * 1 point
are implementing a _____ and are likely to be the most successful.

Mark only one oval.

- ☐ a) total market orientation
- ☐ b) external focus
- ☐ c) customer focus
- ☐ d) competitive, customer focus



22. Robert is a marketer for a global consumer products company. He is working on the promotional campaign designed to reach a target audience in a new international market. Robert is working hard to make sure that the promotional campaign is clearly understood by the nation's consumers and doesn't offend anyone. Which of the factors in the external environment is he being influenced by? * 1 point

Mark only one oval.

- ☐ Socio-cultural environment
☐ Legal environment
☐ Economic environment
☐ None of above

23. 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

24. 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



25. 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

26. 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

27. Packaging of cigarette and other tobacco products contain warnings on potential health hazard of consuming the product. This is an example of companies responding to which component of their environment?

* 1 point

Mark only one oval.

- ☐ a) Technical
- ☐ b) Ecological
- ☐ c) Legal
- ☐ d) Economical

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