

Bank Of Baroda Marketing Aptitude Model Paper for Clerk Exam 2011

1. Regulations that arise to ensure that firms take responsibility for the social costs of their products or production processes stem from which reason for government legislation of business?

- To protect companies from each other
- To protect consumers from unfair business practices
- To protect the interests of society
- To protect businesses from unfair consumer demands

2. A “three-day cooling off period” in which buyers can cancel a contract after re-thinking it is to protect the consumer from:

- creative selling
- high pressure selling
- detail selling
- hard core selling

3. One of the most promising developments in multivariable segmentation is called _____ where a host of demographic and socioeconomic factors are used

- terragraphic segmentation
- fermagraphic segmentation
- geothermy segmentation
- geodemographic segmentation

4. One of the most common problems with using internal database information is that :

- since it was probably collected for some other purpose, it may be incomplete or wrong.
- it is usually expensive to retrieve.
- top executives are usually unwilling to relinquish data, therefore, the data has limits.
- the data is almost always unsecured and therefore, suspect as to reliability
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5. The last stage in the selling process is the _____ stage.

- approach
- handling objections
- closing
- follow-up

6. When Coca-Cola and Nestle formed a joint venture to market a ready-to-drink coffee and tea worldwide, the type of marketing system that was formed would best be described as being a(n):

- vertical marketing system
- parallel marketing system
- diversified marketing system
- horizontal marketing system

7. The major advantage of survey research is its :

- simplicity
- structure
- organization
- flexibility

8. The _____ holds that consumers will favor products that are available and highly affordable (therefore, work on improving production and distribution efficiency)

- product concept
- production concept
- production cost expansion concept
- marketing concept

9. A _____ is any activity or benefit offered for sale that is essentially intangible and does not result in the ownership of anything

- demand
- basic staple
- product
- service

10. _____ is a person's distinguishing psychological characteristics that lead to relatively consistent and lasting responses to his or her own environment

- Psychographics
- **Personality**
- Demographics
- Lifestyle

11. The place in the business buying behavior model where interpersonal and individual influence might interact is called the

- environment
- response
- stimuli
- **buying center**

12. The course of a product's sales and profits over its lifetime is called

- the sales chart
- the dynamic growth curve
- the adoption cycle
- **the product life cycle**

13. When companies make marketing decisions by considering consumer's wants and the long-run interests of the company, consumer, and the general population, they are practicing which of the following principles?

- Innovative marketing
- Consumer-oriented marketing
- Value marketing
- **Societal marketing**

14. All of the following are thought to be sources of new product ideas EXCEPT.

- internal sources
- customers
- competitors
- **the local library**

15. If Honda uses its company name to cover such different products as its automobiles, lawn mowers, and motorcycles, it is practicing which of the following strategies?

- new brand strategy
- line extension strategy
- multibrand strategy
- brand extension strategy

16. If a company (considering its options on the product/market expansion grid) chooses to move into different unrelated fields (from what it has ever done before) with new products as a means to stimulate growth, the company would be following which of the following general strategies?

- market penetration
- market development
- product development
- diversification

17. When a marketing research organization chooses a segment of the population that represents the population as a whole, they have chosen a _____

- group
- bi-variant population
- sample
- market target

18. Joining with foreign companies to produce or market products and services is called

- direct exporting
- indirect exporting
- licensing
- joint venturing

19. If advertising constantly sends out messages about materialism, sex, power, and status, which of the following categories of social criticism most closely matches this problem?

- Too much advertising
- Too few social goods
- Cultural pollution
- Too much political power

20. A(n) _____ is a name, term, sign, symbol, or design, or a combination of these that identifies the maker or seller of a product or service.

- product feature
- sponsorship
- brand
- logo

21. If an advertiser wants flexibility, timeliness, good local market coverage, broad acceptability and high believability, the advertiser will probably choose which of the following mass media types?

- Newspapers
- Television
- Direct Mail
- Radio

22. When producers, wholesalers, and retailers as a unified system, they comprise a

- conventional marketing system
- power-based marketing system
- horizontal marketing system
- vertical marketing system

23. The type of trade-promotion discount in which manufacturers agree to reduce the price to the retailer in exchange for the retailer's agreement to feature the manufacturer's products in some way is called

- discount
- allowance
- premium
- rebate

24. The study of human populations in terms of size, density, location, age, gender, race, occupation, and other statistics is called :

- Geothermy
- Demography
- Ethnography
- Hemos-popography

25. Today, advertising captures about ____ percent of total promotion spending

- 15
- 23
- 29
- 33

26. The process that turns marketing strategies and plans into marketing actions in order to accomplish strategic marketing objectives is called :

- Marketing strategy
- Marketing control
- Marketing analysis
- Marketing implementation

27. The goal of the marketing logistics system should be to provide :

- a targeted level of promotional support.
- a targeted level of customer service at the least cost.
- a targeted level of transportation expense ratio.
- a targeted level of field support.
- 28. The practice of going after a large share of a smaller market or subsets of a few markets is called :
- undifferentiated marketing
- differentiated marketing
- concentrated marketing
- turbo marketing

29. The shrinking of distances due to technological advance such as computer and fax connections by telephone, are one characteristic of what new challenge to marketing?

- Rapid globalization
- The changing world economy
- The call for more socially responsible marketing
- The micro-chip revolution

30. If Mark Mars pays Hershey Foods Corporation for the right to use their name on his line of T-shirts, then Mr. Mars is using which type of branding?

- Licensed brand
- Manufacturer's brand
- Private brand
- Co-brand

31. If your company were to make light bulbs to be used in photocopiers, you would most likely be selling to a _____ market.

- reseller
- business
- government
- service

32. _____ has the advantage of being high in selectivity; low cost, immediacy, and interactive capabilities

- Direct Mail
- Outdoor
- Online
- Radio

33. If your company were to make a product such as a suit of clothes and sold that product to a retailer, your company would have sold to the _____ market.

- reseller
- business
- government
- service

34. In 1985, the Coca-Cola Company made a classic marketing blunder with its deletion of its popular Coca-Cola product and introduction of what it called New Coke. Analysts now believe that most of the company's problems resulted from poor marketing research. As the public demanded their "old Coke" back, the company relented and reintroduced Coca-Cola Classic (which has regained and surpassed its former position) while New Coke owns only 0.1 percent of the market. Which of the following marketing research mistakes did coca-Cola make?

- They did not investigate pricing correctly and priced the product too high.
- They defined not investigate dealer reaction and had inadequate distribution.
- They defined their marketing research problem too narrowly
- They failed to account for the Pepsi challenge taste test in their marketing efforts

35. Marketers are sometimes accused of deceptive practices that lead consumers to believe they will get get more value than they actually do. ____ includes practices such as falsely advertising "factory" or "wholesale" prices or a large price reduction from a phony high retail price.

- Deceptive promotion
- Deceptive packaging
- Deceptive pricing
- Deceptive cost structure

36. The advantages of audience selectivity, no ad competition and personalization apply to which type of media?

- Newspapers
- Television
- Direct Mail
- Radio

37. The first modern environmental movement in the United States began in theAns :

- 1940s
- 1950s
- 1960s and 1970s
- mid 1980s

38. Costs that do not vary with production or sales levels are called :

- fixed costs
- variable costs
- standard costs
- independent costs

39. Each salesperson is assigned to an exclusive area in which to sell the company's full line of products or services in which type of sales force structure?

- Territorial sales force
- Product sales force
- Customer sales force
- Hybrid sales force

40. Technological advances, shifts in consumer tastes, and increased competition, all of which reduce demand for a product are typical of which stage in the PLC?

- decline stage
- introduction stage
- growth stage
- maturity stage

41. Setting the promotion budget so as to match the budgets of the competition is characteristic of which of the following budget methods?

- Affordable method
- Percentage-of-Sales method
- Competitive-and-parity method
- Objective -and-task method

42. ____ is screening new-product ideas in order to spot good ideas and drop poor ones as soon as possible.

- Idea generation
- Concept development and testing
- Idea screening
- Brainstorming

43. The type of sales force structure in which the sales force sells along product lines is called a

- territorial sales force
- **product sales force**
- customer sales force
- retail sales force

44. A company is in the _____ stage of the new product development process when the company develops the product concept into a physical product in order to assure that the product idea can be turned into a workable product.

- **product development**
- commercialization
- marketing strategy
- business analysis

45. When personal interviewing involves inviting six to ten people to gather for a few hours with a trained interviewer to talk about a product, service, or organization, the method is called

- selective sponsorship
- probing
- **focus group interviewing**
- the Delphi method

46. All of the following factors can affect the attractiveness of a market segment

EXCEPT :

- the presence of many strong and aggressive competitors
- **the likelihood of government monitoring**
- actual or potential substitute products
- the power of buyers in the segment

47. If a government uses barriers to foreign products such as biases against a foreign company's bids, or product standards that go against a foreign company's product features, the government is using

- protectionism
- exchange controls
- exchange facilitators
- **non-tariff trade barriers**

48. The choice between high markups and high volume is part of which of the following retailer marketing decisions?

- Target market decisions
- Product assortment and services decisions
- Pricing decisions
- Promotion decisions

49. One common misuse of marketing research findings in contemporary business is the tendency for marketing research to :

- become a vehicle for pitching the sponsor's products
- become a vehicle for discriminating in the marketplace
- become a means for raising prices
- become a means for unfair competition

50. The most logical budget setting method is found in the list below. Which is it?

- Affordable method
- Percentage-of-Sales method
- Competitive-parity method
- Objective-and-task method