

SURPRISE TEST (MARKETING MANAGEMENT)

MBA 1ST SEMESTER (2023-25 Batch) Section A

NAME:

ROLL NO.

DATE:

Answer all the following questions:

(0.5 x 10 = 5 marks)

- 1. Which of the following is NOT usually defined as an element of the marketing mix?**
 - a) Product
 - b) People
 - c) Place
 - d) Profits

- 2. FMCG stands for:**
 - a) Functional Mid-priced Consumer Goods
 - b) Fast Moving Consumer Goods
 - c) Financial Moving Consumer Goods
 - d) Fast Mid-priced Consumer Goods

- 3. If actual performance exceeds the expected performance of the product, then the customer is _____**
 - a) Satisfied
 - b) Dissatisfied
 - c) Delighted
 - d) Neutral

- 4. If a firm is practicing _____, the firm is training and effectively motivating its customer-contact employees and all of the supporting service people to work as a team to provide customer satisfaction.**
 - a) Double-up marketing
 - b) Interactive marketing
 - c) Services marketing
 - d) Internal marketing

5. What is the marketing mix?

- a) A set of strategic tools
- b) A description of the typical consumer in a market segment
- c) A system of gathering, storing and using customer data for marketing purposes
- d) A large group of people who might buy a product

6. Price is the only element in the marketing mix that produces:

- a) Fixed cost
- b) Expense
- c) Variable cost
- d) Revenue

7. Marketing is a process which aims at:

- a) Satisfaction of customer needs
- b) Selling products
- c) Production
- d) Profit making

8. The task of any business is to deliver _____ at a profit.

- a) Customer needs
- b) Products
- c) Customer value
- d) Quality

9. “Many people want a BMW, only a few are able to buy”. This is an example of _____

- a) Need
- b) Want
- c) Demand
- d) Status

10. The ‘sachet’ form of product packaging was designed specifically to target the _____

- a) Top of the pyramid
- b) Mid-point of the pyramid
- c) Bottom of the pyramid
- d) None of the above