



BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
& MANAGEMENT STUDIES, BHUBANEWAR

Semester: 2nd Semester (IMBA)
Batch: 2024-29
Subject: **MARKETING MANAGEMENT - I**
Name:
Reg. No.:

Date: .03.2025
Surprise Test
Duration:.
Full Marks: 5
Sec:

Answer all the following questions: (0.5 x 10 = 5 marks)

1. The product concept assumes that:

- a) Consumers will buy products only if they are aggressively promoted
- b) Consumers prefer high-quality, innovative products
- c) Products should be produced in large volumes
- d) Market demand is unlimited

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. Which of the following best describes marketing myopia?

- a) A short-term focus on profits over customer needs
- b) An excessive focus on marketing research
- c) Expanding too quickly into new markets
- d) A long-term focus on customer satisfaction

6. Which of the following is an example of a latent demand?

- a) People wanting a more fuel-efficient car when fuel prices rise
- b) People wanting healthier fast food options before they are available
- c) Customers buying more luxury cars during an economic boom
- d) People demanding more ice cream in summer

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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