

VIRTUAL UNIVERSITY OF PAKISTAN

A Good Education is a Foundation For a Better Future

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TEAM HADI(VU LAHORE)

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Best of luck!



Question No : 1 of 27

Marks: 1 (Budgeted Time 1 Min)

When Olympia Carpets develops new carpets that are highly stain resistant and durable, it must educate consumers about the product's benefits. This activity calls for which one of the following marketing mix variables?

Answer (Please select your correct option)

Price

☐

Promotion

☐

Distribution

☐

Product

☐

correct

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Question No : 2 of 27

Marks: 1 (Budgeted Time 1 Min)

Advertising agencies are an example of which of the following marketing intermediaries?

Answer (Please select your correct option)

☐ Insurance company

☐ Financial intermediary

☒ Marketing services agency

☐ Physical distribution firm

correct

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Question No : 3 of 27

Marks: 1 (Budgeted Time 1 Min)

Which method of research can be used to obtain information if people are unwilling or unable to provide?

Answer (Please select your correct option)

☐ Observations

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☐ Focus groups

☐ Personal interviews

☐ Questionnaires

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Question No : 4 of 27

Marks: 1 (Budgeted Time 1 Min)

Which one of the following is an alternative to product line stretching that adds more items within the present range of the line?

Answer (Please select your correct option)

☐ Product mix

☐ Interactive marketing

☒ Product line filling

☐ Co-branding



correct

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Question No : 5 of 27

Marks: 1 (Budgeted Time 1 Min)

Mr. ABC has just brainstormed a large number of ideas for adding new products and services after visiting several buying fairs. The owners will begin the first idea-reducing stage to select the good ideas and drop the poor ones. What is another name of idea reducing stage

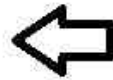
Answer (Please select your correct option)

☐ Idea generation

☒ Idea screening

☐ Product concept

☐ Concept development



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Question No : 6 of 27

Marks: 1 (Budgeted Time 1 Min)

Companies are refraining to use poisonous gases in the manufacturing of their products to prevent damage to the environment. The companies are trying to follow:

Answer (Please select your correct option)

☐ Production Concept

☐ Product Concept

☐ Marketing Concept

☐ Societal Marketing Concept



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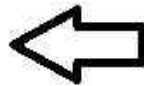
Question No : 7 of 27

Marks: 1 (Budgeted Time 1 Min)

Cigarette manufacturers are printing warning labels on the cigarette packs, indicating that smoking is injurious to health. Cigarette manufacturers are practicing:

Answer (Please select your correct option)

☒ Societal Marketing



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☐ Health Marketing

☐ Safety Marketing

☐ Niche Marketing

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Question No : 8 of 27

Marks: 1 (Budgeted Time 1 Min)

The Planning which is concerned with translating the general goals and plans developed by strategic managers into objectives that are more specific is called:

Answer (Please select your correct option)

☐ Strategic Planning

☒ Tactical Planning



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☐ Operational Planning

☐ Mission Planning

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Question No : 9 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following is not one of the 4 types of SBUs described by the Boston Consulting Group approach?

Answer (Please select your correct option)

☒ Cash Lion



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☐ Cash Cow

☐ Star

☐ Dog

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Question No : 10 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following is **NOT** a content of the marketing plan?

Answer (Please select your correct option)

☐ Budget

☒ Production

☐ Objective

☐ Control



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Question No : 11 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following environment is made up of institutions and other forces affecting society's basic values, perceptions, preferences and behaviors?

Answer (Please select your correct option)

☒ Cultural environment



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☐ Fictitious environment

☐ Natural environment

☐ Political environment

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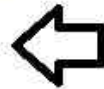
Question No : 12 of 27

Marks: 1 (Budgeted Time 1 Min)

Mr. X wants to conduct a marketing research. He has limited resources and he needs to collect large amounts of information. Mr. X should adopt which of the following contact method?

Answer (Please select your correct option)

☒ Mail questionnaire



☐ Telephone interviewing

☐ Personal interviewing

☐ Computer interviewing

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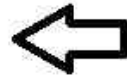
Question No : 13 of 27

Marks: 1 (Budgeted Time 1 Min)

An American fast food started its business in Pakistan but failed to make a profit. After performing a marketing research the managers found out that there food was not spicy enough. The managers failed to consider which of the following factor?

Answer (Please select your correct option)

☒ Cultural differences



☐ Lifestyle differences

☐ Beliefs and attitudes

☐ Social class

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Question No : 14 of 27

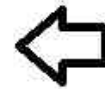
Marks: 1 (Budgeted Time 1 Min)

The _____ is/are the most important consumer buying organization in society.

Answer (Please select your correct option)

☐ Family

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☐ Reference Group

☐ Friends

☐ Teachers

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Question No : 15 of 27

Marks: 1 (Budgeted Time 1 Min)

All of the following are characteristics which make up the actual product EXCEPT:

Answer (Please select your correct option)

☐ Quality level

☐ Brand Name

☐ Features

☒ After-sales services



correct

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Question No : 16 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following is not an example of a convenience product?

Answer (Please select your correct option)

☐ Clothing

☐ Magazines

☐ Tooth paste

☐ Soft drinks

correct not shoure

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Question No : 17 of 27

Marks: 1 (Budgeted Time 1 Min)

It is usually said that about 50% of total product costs are marketing costs. Let's suppose a chocolate bar costs Rs. 50. If all the other factors are kept constant, what will be marketing cost of that bar?

Answer (Please select your correct option)

☐ Rs.40

☐ Rs.30

☒ Rs.25

☐ Rs.15



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Question No : 18 of 27

Marks: 1 (Budgeted Time 1 Min)

The ultimate aim of customer relationship management is to produce _____.

Answer (Please select your correct option)

☐ Sales Volume

☒ Customer Equity

☐ Market Share

☐ Profits



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Question No : 19 of 27

Marks: 1 (Budgeted Time 1 Min)

The major marketing research tool for gaining insights into consumer thoughts and feelings is:

Answer (Please select your correct option)

☒ Focus group interviewing



☐ Telephone interviewing

☐ Online interviewing

☐ All of the given options

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Question No : 20 of 27

Marks: 1 (Budgeted Time 1 Min)

All of Ali's friends try to follow his style, dressing and the way he speaks. He is treated as one of the most reliable person as well. In his group, Ali is regarded as:

Answer (Please select your correct option)

☐ Influencer

☐ Opinion leader

☐ Charismatic

☒ All of the given options

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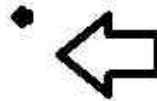
Question No : 21 of 27

Marks: 1 (Budgeted Time 1 Min)

In which of the following product life cycle stages, sales are zero and the company's investment costs mount?

Answer (Please select your correct option)

☒ Product development



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☐

☐ Introduction

☐

☐ Growth

☐

☐ Maturity

☐

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Question No : 22 of 27

Marks: 1 (Budgeted Time 1 Min)

In the decline stage of the life cycle, there are many options available to companies with respect to the future of their products. If a company decides to reduce various product costs and hope that sales hold up, they have decided to _____ the product.

Answer (Please select your correct option)

☐ Reinvent

☐ Modify

☒ Harvest

☐ Drop



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Question No : 23 of 27

Marks: 3 (Budgeted Time 6 Min)

What determines whether the buyer is satisfied or dissatisfied with a product? How it is useful for marketers?

Answer ([Please click here to Add Answer](#))



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Marks: 3 (Budgeted Time 6 Min)

Answer (Please [click here](#) to Add Answer)



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Question No : 25 of 27

Marks: 3 (Budgeted Time 6 Min)

What are the four strategies that a company can pursue for each of its Strategic Business Units?

Answer ([Please click here to Add Answer](#))



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Question No : 26 of 27

Marks: 5 (Budgeted Time 10 Min)

How many research approaches are used for collection of data in marketing research? Briefly explain those approaches?

Answer ([Please click here to Add Answer](#))



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Question No : 27 of 27

Marks: 5 (Budgeted Time 10 Min)

The product passes through different stages once launched in the market. Discuss the Product Life-Cycle Stages in detail.

Answer ([Please click here to Add Answer](#))



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