

VIRTUAL UNIVERSITY OF PAKISTAN

A Good Education is a Foundation For a Better Future

CORRECT ANSWER SOLVED BY HADI
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WARNING: Team HADI is not responsible for any mistake or wrong answer. All students reading and using this document may check and confirm the answers at their own.



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Best of luck!



Question No : 1 of 27

Marks: 1 (Budgeted Time 1 Min)

Which one of the following concepts is a useful philosophy in a situation when the product's cost is too high and marketers look for ways to bring it down?

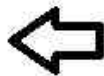
Answer (Please select your correct option)

☐ Selling concept

☐ Product concept

☒ Production concept

☐ Marketing concept



Correct Answer Solved By Hadi

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Question No : 2 of 27

Marks: 1 (Budgeted Time 1 Min)

Experimental research is best suited for gathering which of the following information?

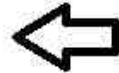
Answer (Please select your correct option)

☐ Unknown

☒ Causal

☐ Complicated

☐ Interactive



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Question No : 3 of 27

Marks: 1 (Budgeted Time 1 Min)

An organization with several product lines has which one of the following mix that consists of all the product lines and items which a particular seller offers for sale?

Answer (Please select your correct option)

☒ Product mix



☐ Brand mix

☐ Consumer mix

☐ Packaging mix

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Question No : 4 of 27

Marks: 1 (Budgeted Time 1 Min)

The consumer decides to make use of the product on a regular basis. Which one of the following concepts **BEST** describe it?

Answer (Please select your correct option)

☐ Awareness

☒ Interest

☐ Trial

☐ Adoption

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Question No : 5 of 27

Marks: 1 (Budgeted Time 1 Min)

Which one of the following steps is NOT a part of marketing process?

Answer (Please select your correct option)

☐ Analyzing marketing opportunities

☐ Selecting target market

☒ Designing the business portfolio

☐ Develop marketing mix



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Question No : 6 of 27

Marks: 1 (Budgeted Time 1 Min)

Which one of the following is a chief goal of the implementation function in marketing process?

Answer (Please select your correct option)

☐ Develops marketing plans

☐ Turns plans into actions

☐ Takes corrective actions

☒ Develops strategic plans



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Question No : 7 of 27

Marks: 1 (Budgeted Time 1 Min)

A movie was greatly promoted as having a lot of actions and special effects. When the people went to see the movie it was not according to the expectations of the people. In this case the people were:

Answer (Please select your correct option)

☐ Satisfied

☒ Dissatisfied

☐ Overjoyed

☐ All of the given options

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Question No : 8 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:

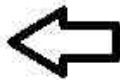
Answer (Please select your correct option)

☐ Societal Marketing

☐ Health Marketing

☒ Safety Marketing

☐ Niche Marketing



Correct Answer Solved By Hadi

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Question No : 9 of 27

Marks: 1 (Budgeted Time 1 Min)

XYZ Company has been manufacturing Pedestal fans for past 20 years. Now XYZ Company is interested in making Micro wave ovens. The company is considering which one of the following strategies?

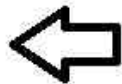
Answer (Please select your correct option)

☐ Diversification

☐ Market Penetration

☒ Market Development

☐ Product Development



Correct Answer Solved By Hadi

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Question No : 10 of 27

Marks: 1 (Budgeted Time 1 Min)

Marketing management functions in ascending order are:

Answer (Please select your correct option)

☐ Control – implementation – market planning

☐ Market planning – control – implementation

☐ Implementation – control – market planning

☒ Marketing planning – implementation - control



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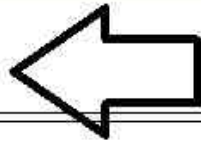
Question No : 11 of 27

Marks: 1 (Budgeted Time 1 Min)

Neighborhood residents and community organizations comprise part of a firm's:

Answer (Please select your correct option)

☒ Local Publics



☐ General Publics

☐ Governmental Publics

☐ Financial Publics

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Question No : 12 of 27

Marks: 1 (Budgeted Time 1 Min)

Miss. X is a working mother. In the house she has to purchase clothes for the baby, buy groceries and in the company she is a brand manager. Thus the various functions that Miss. X performs at the house and in the company are considered as:

Answer (Please select your correct option)

☐ Role and Status

☒ Social Class

☐ Groups

☐ None of the given options

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Question No : 13 of 27

Marks: 1 (Budgeted Time 1 Min)

Within the organization, buying activity consists of the following two major parts:

Answer (Please select your correct option)

☐ Buying center and buying decision process

☒ Buying center and consumer decision process

☐ Selling center and buying decision process

☐ Selling center and consumer decision process

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Question No : 14 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following is NOT one of the bases of segmentation?

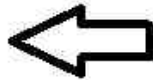
Answer (Please select your correct option)

☐ Geographic

☒ Demographic

☐ Income

☐ Physiological



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Question No : 15 of 27

Marks: 1 (Budgeted Time 1 Min)

Tissue papers, ball points, salt, pepper and soft drinks are all products which are grouped under:

Answer (Please select your correct option)

☐ Convenience Products

☐ Shopping Products

☐ Specialty Products

☐ Unsought Products

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Question No : 16 of 27

Marks: 1 (Budgeted Time 1 Min)

A company may review sales histories and conduct surveys of market opinion in the _____ stage.

Answer (Please select your correct option)

☒ Business analysis



☐ Idea generation

☐ Idea screening

☐ Marketing strategy development

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Question No : 17 of 27

Marks: 1 (Budgeted Time 1 Min)

The managers of a firm provide all the facilities and assistance that a customer demands. As a result of their efforts, the customers are satisfied and the firm enjoys huge profits. The efforts of the manager are considered as part of

Answer (Please select your correct option)

☒ Customer Relationship Management



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☐ Total Quality Management

☐ Supply Chain Management

☐ Customer Acknowledgement

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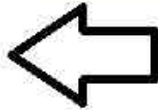
Question No : 18 of 27

Marks: 1 (Budgeted Time 1 Min)

The factors such as the buyer's age, life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept that influences buyer's decisions refer to which one of the following characteristics?

Answer (Please select your correct option)

☒ Personal characteristics



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☐ Psychological characteristics

☐ Behavioral characteristics

☐ Demographical characteristics

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Question No : 19 of 27

Marks: 1 (Budgeted Time 1 Min)

A new product is a good, service, or idea that is perceived by some potential customers as new. The marketers investigate that how the customers learn about new product and make a decision to buy. Which of the following option reflects this statement?

Answer (Please select your correct option)

☐ New product recognition

☒ Adoption process

☐ Variety-seeking buying behavior

☐ Quality assessment

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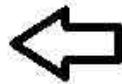
Question No : 20 of 27

Marks: 1 (Budgeted Time 1 Min)

The firms that buy goods and services in order to produce products and services are called:

Answer (Please select your correct option)

☒ Business markets



☐ Consumer markets

☐ International markets

☐ None of the given options

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Question No : 21 of 27

Marks: 1 (Budgeted Time 1 Min)

Launching a product in a small part of the market is called:

Answer (Please select your correct option)

☐ Test marketing

☐ Product testing

☐ Marketing analysis

☒ All of the given options



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Question No : 22 of 27

Marks: 1 (Budgeted Time 1 Min)

Konica is planning to launch a Cool Cam camera for teenagers. Choosing teenagers as customers reflects which one of the following terms?

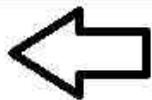
Answer (Please select your correct option)

☐ Market strategy

☐ Market orientation

☐ Target market

☐ Focus group



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Question No : 23 of 27

Marks: 3 (Budgeted Time 6 Min)

Differentiate between exploratory and descriptive research?

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



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Question No : 24 of 27

Marks: 3 (Budgeted Time 6 Min)

How a marketer identifies its niche market, briefly explain it with the help of an example.

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



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Question No : 25 of 27

Marks: 3 (Budgeted Time 6 Min)

Enlist those factors that a company must keep in mind while selecting the target market for its product or service.

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



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Question No : 26 of 27

Marks: 5 (Budgeted Time 10 Min)

It is said that gathering secondary information is one of the important components of developing the research plan. Why secondary data collection is important and what could be the possible problems in collecting secondary data?

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



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Question No : 27 of 27

Marks: 5 (Budgeted Time 10 Min)

Today companies have moved away from mass marketing toward target marketing. Briefly discuss the three major steps in target marketing.

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



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