

**(CRM)Customer Relationship Management**

**Multiple Choice Questions with Answers**

1. Customer Relationship Management is about

- a) Acquiring the right customer
- b) Instituting the best processes
- c) Motivating employees
- d) All of the above

Answer:D

2. CRM technology can help in

- a) Designing direct marketing efforts
- b) Developing new pricing models
- c) Processing transactions faster
- d) All of the above

Answer:D

3. A \_\_\_\_\_ is an organized collection of detailed information about individual customers or prospects that is accessible, actionable and current for marketing purposes such as lead generation and others.

- a) Customer database
  - b) Customer mailing list
  - c) Business database
  - d) None of the above
4. \_\_\_\_\_ uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis.

- a) Data mining
- b) Data survey
- c) CRM
- d) None of the above

Answer:A

5. The main drawback of CRM is

- a) Implementing CRM before creating a customer strategy
- b) Rolling out CRM before changing the organization to match
- c) Stalking, not wooing, customers
- d) All of the above

Answer:D

6. The marketing messages committed to customers wishes is a part of

- a) Permission marketing
- b) Activity marketing
- c) Supplier marketing
- d) None of the above

Answer:A 7. The method used to assess real cost of providing services to an individual customer is

- a) Cost based accounting
- b) Activity based accounting
- c) Turnover based accounting
- d) Price based accounting

Answer:B

8. \_\_\_\_\_ is any occasion on which the brand or product is used by end customers.

- a) Customer touch point
- b) Retailers touch point
- c) Company touch point
- d) None of the above

Answer:A

9. \_\_\_\_\_ is the study of how individuals, groups and organizations select, buy, use and dispose off goods, services, ideas or experiences to satisfy their needs and wants.

a) Consumer behavior b) Product cycle c) Purchase behavior d) None of the above

Answer:A

10. A consumer buying behavior is influenced by a) Cultural and social factors b) Personal factors c) Both a and b d) None of the above.

Answer:C

11. \_\_\_\_\_ exerts the broadest and deepest influence on buying behavior.

a) Social factors b) International factors c) Personal factors d) Cultural factors

Answer:D

12. \_\_\_\_\_ is the fundamental determinant of a person's wants and behavior.

a) Culture b) Attitude c) Value d) None of the above

Answer:A

13. Indian marketers use a term called socioeconomic classification, which is based on the \_\_\_\_\_ of chief wage earner. a) Education b) Occupation c) Both a and b d) None of the above

Answer:C

14. Socioeconomic system classifies urban households into \_\_\_\_\_ broad categories.

a) 4 b) 8 c) 6 d) None of the above

Answer:B

15. For the rural areas, the socioeconomic system use \_\_\_\_\_ of the chief wage earner.

a) Occupation and Type of home b) Education and occupation c) Education and type of home d) None of the above

Answer:A

16. Socioeconomic system classifies rural households into \_\_\_\_\_ broad categories.

a) 8 b) 6 c) 4 d) None of the above

Answer:C

17. Social class is indicated by \_\_\_\_\_ variables.

a) Single b) Several c) None d) None of the above

Answer:B

18. A person's \_\_\_\_\_ are all the groups that have a direct or indirect influence on their attitudes or behavior.

a) Inspirational groups b) Reference groups c) Dissociative groups d) None of the above

Answer:B

19. Process of manage information about customers to maximize loyalty is said to be

a) company relationship management b) supplier management c) retailers management d) customer relationship management

Answer:D

20. In buyer decision process, percentage of potential customers in a given target market is called

a) customer funnel b) company funnel c) marketing funnel d) retailers funnel

Answer:C

21. Aggregate value of customer's base is classified as

a) shareholder value b) base value c) retention value d) marketers base value

Answer:A

22. Record which is based on business customers past purchases, sales price and volumes is classified as

a) business database b) customer database c) databases marketing d) company marketing Answer:A

23. Whole cluster of benefits when company promises to deliver through its market offering is called

a) value proposition b) customer proposition c) product proposition d) brand proposition

Answer:A

24. Third step in customer's value analysis

a) assessing attributes importance b) assessing company's performance c) monitoring competitors performance d) both b and c

Answer:D

25. All costs customer expects to incur to buy any market offering is called

a) total economic cost b) total functional cost c) total customer cost d) total functional cost 26. Percentage or number of customers who move from one level to next level in buying decision process is called

a) conversion rates b) marketing rates c) shopping rates d) loyalty rates

Answer:A

27. Customized products and services for customers and interaction to individual customers are part of

a) retailers management b) customer relationship management c) company relationship management d) supplier management

Answer:B

28. Company's 'customer relationship capital' is another name of

a) satisfied customers b) dissatisfied customers c) customer retention d) customer conversion

Answer:A 29. Company's monetary, time and energy cost, all are included in

a) total customer cost b) psychological cost c) personal benefits d) image benefits

Answer:A

30. A person or company that yields a revenue more than incurred costs of selling and serving is called

a) dissatisfaction b) superior value c) profitable customers d) satisfied customers

Answer:C

31. Customers lifetime purchases that generate net present value of future profit streams is called

a) customer lifetime value b) customer purchases value c) customer cost incurred d) customer relationships

Answer:A

32. 'total customer benefits' includes a) product benefits b) services benefit c) image benefit d) all of above

Answer:D

33. Programs designed for customers which is limited to any affinity group are classified as

a) club membership programs b) royalty programs c) loyalty programs d) group membership programs

Answer:A

34. First step in analysis of customer value is to

a) identify customers value attributes b) assessing attributes importance c) assessing company's performance d) assessing competitors performance

Answer:A

35. Difference between customers evaluation including all costs incurred and benefits is called  
a) customer perceived value b) company market value c) customer affordability d) customer reliability

Answer:A

36. Process of building, organizing and using databases of customers to build customer relationship is classified as

a) database marketing b) customer database c) detailed database d) company database

Answer:A

37. Perceived monetary value of all benefits which customers expect from a given product because of brand image is called

a) total customer benefit b) total customer cost c) total economic cost d) total functional cost

Answer:A

38. System includes all experiences while using market offering is classified as

a) customer proposition b) value delivery system c) product proposition d) distinctive proposition

Answer:B

39. Number of customers or potential customers who will help in company's growth is classified as

a) customer base b) retailer base c) distributors base d) marketers base

Answer:A

40. Any occasion on which brand or product is encountered by end customers is called

a) customer touch point b) company touch point c) retailers touch point d) relationship touch point

Answer:A

41. Technique which tries to identify real cost of serving an individual customer is called

a) activity based accounting b) cost based accounting c) price based accounting d) turnover based accounting Answer:A

42. Process of manage information about customers to maximize loyalty is said to be

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46. Whole cluster of benefits when company promises to deliver through its market offering is called

a) value proposition b) customer proposition c) product proposition d) brand proposition

Answer:A

47. This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information.

a) customer managed relationship b) data mining C) permission marketing d) one-to-one marketing e) batch processing Answer:C

48. In an Internet context, this is the practice of tailoring Web pages to individual users' characteristics or preferences.

a) Web services b) customer-facing C) client/server d) customer valuation e) personalization

Answer:E

49. This is the processing of data about customers and their relationship with the enterprise in order to improve the enterprise's future sales and service and lower cost.

a) clickstream analysis b) database marketing C) customer relationship management d) CRM analytics e) B2C

Answer:D

50. This is a broad category of applications and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users make better business decisions.

a) best practice b) data mart C) business information warehouse d) business intelligence e) business warehouse

Answer:D

51. This is a systematic approach to the gathering, consolidation, and processing of consumer data (both for customers and potential customers) that is maintained in a company's databases.

a) database marketing b) marketing encyclopedia C) application integration d) service oriented integration  
e) business technology management

Answer:A

52. This is an arrangement in which a company outsources some or all of its customer relationship management functions to an application service provider (ASP).

a) spend management b) supplier relationship management C) hosted CRM d) Customer Information Control System e) online transaction processing

Answer:C

53. This is an XML-based metalanguage developed by the Business Process Management Initiative (BPMI) as a means of modeling business processes, much as XML is, itself, a metalanguage with the ability to model enterprise data. a) BizTalk b) BPML C) e-biz d) ebXML e) ECB

Answer:B

54. This is a central point in an enterprise from which all customer contacts are managed.

a) contact center b) help system C) multichannel marketing d) call center e) help desk

Answer:A

55. This is the practice of dividing a customer base into groups of individuals that are similar in specific ways relevant to marketing, such as age, gender, interests, spending habits, and so on.

a) customer service chat b) customer managed relationship C) customer life cycle d) customer segmentation e) change management 56. In data mining, this is a technique used to predict future behavior and anticipate the consequences of change. a) predictive technology b) disaster recovery C) phase change d) Digital Silhouettes e) predictive modeling

Answer:

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Answer: D

Introduction

1. “The concept of marketing mix was developed by -----.

- a. N. H. Borden
- b. Philip Katter
- c. Stanton
- d. W. Anderson

Answer: a

2. “Many people want BMW, only few are able to buy” this is an example of ...

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

Answer: c

3. .... is the act of obtaining a desired object from someone by offering something in return.

- a. Marketing Myopia
- b. Selling
- c. Exchange
- d. Delivery

Answer: c

4. It’s combination of quality, service & price

- a. Marketing Triad
- b. Customer Value Triad

- c. Customer Satisfaction Triad
- d. Service Quality Triad

Answer: b

5. .... model is highly firm centric, where the firm believes that the competitive edge lies in its ability to innovate.

- a. Conventional
- b. Contemporary
- c. Competitive
- d. None of the above

Answer: a

6. “Marketing is the activity, set of ..... & processes for creating, communicating, delivering & ..... offerings that have value for customers, clients, partners & society.”

- a. Institutions, satisfying
- b. Organizations, exchanging
- c. Institutions, exchanging
- d. Organizations, understanding

Answer: c

7. .... Involves purchase from various sources & assembled at one place – involves creation & maintenance of the stock of goods purchased & .....Involves transfer of ownership of the goods

- a. Selling & Buying
- b. Assembling & Selling
- c. Buying & Assembling
- d. Assembling & Buying

Answer: b

8. ....are the form of human needs take as shaped by culture & individual personality.

- a. Wants
- b. Demands
- c. Needs
- d. Social Needs

Answer: d

9. .... is want for specific product backed by on ability to pay

- a. Demand
- b. Need
- c. Want
- d. Customer

Answer: a

10. This of the following is not a type of Marketing Concept:

- a. The production concept
- b. The selling concept
- c. The societal marketing concept
- d. The Supplier Concept

Answer: d

11. "Get out production, cut the price"- Philosophy by Henry Ford is an example of...

- a. Marketing Concept
- b. Selling Concept

- c. Production Concept
- d. Product Concept

Answer: c

12. ....is the father of Modern Marketing.

- a. Peter Drucker
- b. Philip Kotler
- c. Lester Wunderman
- d. Abraham Maslow

Answer: b

13. The term marketing refers to:

- a. Advertising, Sales Promotion, Publicity and Public Relational activities
- b. New product needs ideas, Developments, concepts and improvements.
- c. Sales Planning, Strategy and Implementation
- d. A philosophy that stresses customer value and satisfaction.

Answer: d

14. .... defined as all psychological, social and physical behaviour of potential customers as they become aware of, evaluate, purchase, consume and tell others about the product and services

- a. Customer Value
- b. Consumer Behavior
- c. Holistic Marketing
- d. Societal Marketing

Answer: b

15. Marketing is a process which aims at -----.

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

Answer: c

16. Marketing management is \_\_\_\_\_.

- a. developing marketing strategies to move the company forward
- b. managing the marketing process
- c. monitoring the profitability of the company's products and services
- d. the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value

Answer: d

17. The most formal definition of marketing is -----.

- a. An organizational function and a set of process for creating, communicating and delivering, value to customers and that benefit the organization.
- b. Improving the quality of life for consumers
- c. Meeting needs profitability
- d. Marketing is an organizational function includes the 4Ps

Answer: a

18. Marketers often use the term \_\_\_\_\_ to cover various groupings of customers.

- a. buying power
- b. demographic segment

- c. market
- d. people

Answer: c

19. Today, marketing must be understood in a new sense that can be characterized as:

- a. "Get there first with the most."
- b. "Management of youth demand."
- c. "Satisfying customer needs."
- d. "Telling and selling."

Answer: c

20. Marketing is both an "art" and a "science" there is constant tension between the formulated side of marketing and the \_\_\_\_\_ side.

- a. behavior
- b. creative
- c. management
- d. selling

Answer: c

21. .... is the major objective of any marketing activity in the world because marketing completes with the real sale of goods and services bought or acquired by the seller or when intermediary has been affected.

- a. Marketing
- b. Selling
- c. Assembling
- d. Transportation

Answer: b

It up holds the importance of customer in the whole value creation process. The D.A.R.T highlights this aspect in a vivid manner.

1. Contemporary Model
2. Conventional Model
3. Both a&b
4. None of the above

Answer: a

Select an appropriate definition of Want

1. Consumer Needs
2. Needs backed by buying power
3. Needs directed to the product
4. Basic human requirements

Answer: c

The key customer markets consists of

1. Government Markets
2. Business Markets
3. Consumer Markets
4. All of the above

Answer: d

Definition of Marketing given by Philip Kotler:

1. Marketing is the process by which companies create value for customers & build strong customer relationships in order to capture value from customers in return.

2. Marketing is societal process by which individuals & groups obtain what they need & want through creating offering & freely exchanging products & services of value with others.
3. Marketing is the activity, set of institutions & processes for creating, communicating, delivering & exchanging offerings that have value for customers, clients, partners & society at large.
4. None of the above

Answer: a

Which of the following statements is the most correct statement?

1. “The delivery of Goods& Services from producers to their ultimate consumers or users includes many different activities. These different activities are known as marketing.”
2. Marketing is to ensure that the product is easily & effectively moved from the point of production to the target market & ensures that the product can be easily accessed by customers.”
3. Marketing is the activity, set of institutions & processes for creating, communicating, delivering & exchanging offerings that have value for customers, clients, partners & society
4. “Marketing is the last step in the chain of commerce where a buyer exchanges cash for a seller’s good or service, or the activity of trying to bring this about.”

Answer: c

Product

1. Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called a(n):

- a. Demand.
- b. Idea.
- c. Product.
- d. Service

Answer: c

2. This company is well known for Technology innovation, Great value and act as a game changer.

- a. Nokia
- b. Apple
- c. HTC
- d. Samsung

Answer: b

3. ....buy products & .....use product.

- a. Consumer & Customers
- b. Customers & Consumer
- c. Buyers & Sellers
- d. Buyers & Customers

Answer: b

4. ....means classification of standardized product into certain well defined classes or groups.”

- a. Gradation
- b. Segmentation
- c. Standardization
- d. Specification

Answer: a

5. Goods are purchased from various places and or sources and assembled at one or sources and assembled at one place to suit the requirement of the buyer is known as.....

- a. Buying
- b. Selling
- c. Assembling
- d. Material Handling

Answer: c

6. .... is the acquisition of goods and services by the seller or industrial user for the purpose of resale.

- a. Selling
- b. Assembling
- c. Buying
- d. Transportation

Answer: b

7. .... is establishment of certain standards or specifications for products.” It may involve Quality (color, taste, appearance, sweetness, purity) & Quantity (Weight, size, length etc.)

- a. Standardization
- b. Gradation
- c. Product Control
- d. Product Development

Answer: a

8. .... reflects the sum of the perceived tangible & intangible benefits & costs to customers.

- a. Customer Satisfaction
- b. Customer Value
- c. Customer Delight
- d. None of the above

Answer: b

9. In marketing, the term product:

- a. refers only to tangible items that can be seen, tasted, or touched.
- b. is a broad concept that refers to anything that can be offered for use and consumption, in exchange for money or some other form of value
- c. is limited in meaning to goods, services, and ideas only.
- d. never refers to such things as package design, brand name, or warranty.

Answer: b

10. 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?

- a. Product mix
- b. Brand mix
- c. Consumer mix
- d. Packaging mix

Ans: a

New Product Development

9. Testing before launching a product is known as -----.

- a. Acid test
- b. Concept testing
- c. Market test
- d. Test marketing

Answer: d

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

- a. Commercialization
- b. Competitive analysis.

- c. Competitive response.
- d. Test marketing

Answer: d

11. Original products, product improvements, product modifications, and new brands that a firm develops through its own research and development efforts are called:

- a. Altered products.
- b. Concept products.
- c. New products.
- d. Supplemental products.

Answer: c

12. Introducing the new product into the market takes place in which stage of the new product development process?

- a. Commercialization
- b. Test marketing
- c. Product development
- d. Marketing strategy

Answer: b

13. Looking at the sales history of similar products and surveying market opinion are tools used at which stage in the new-product development process?

- a. Business analysis
- b. Commercialization
- c. Concept development and testing
- d. Marketing strategy development

Answer: b

14. Presenting new-product ideas to consumers in symbolic or physical ways to measure their reactions occurs during which of the following stages?

- a. Concept testing
- b. Idea generation
- c. Marketing strategy
- d. Screening

Answer: a

15. A \_\_\_\_\_ is a detailed version of the idea stated in meaningful consumer terms.

- a. Product concept
- b. Product feature
- c. Product idea
- d. Product image

Answer: a

16. The systematic search for new-product ideas is characteristic of which stage in the new product development process?

- a. business analysis
- b. concept development and testing
- c. idea generation
- d. idea screening

Answer: c

17. Original products, product improvements, product modifications, and new brands that a firm develops through its own research and development efforts are called:

- a. Altered products
- b. Concept products
- c. New products
- d. Supplemental products

Answer: c

18. Company can create successful new products by

- a. Understanding consumers, markets, & competitors
- b. Developing products that deliver superior value to consumers
- c. Developing a great advertising campaign
- d. Both a & b

Answer: d

19. One reason that idea screening is a critical stage in the new-product development process is that:

- a. Competitors can quickly steal ideas so the company wants only those ideas that can be protected with patents.
- b. International competition and markets demand that all ideas be culturally sensitive.
- c. Product-development costs rise greatly in later stages and the company only wants those products that can succeed.
- d. The Federal government carefully monitors each company's idea screening process to make sure no national security matters are at stake.

Answer: c

20. \_\_\_\_\_ calls for finding 30 to 40 qualified shoppers and questioning them about brand familiarity and preferences in a specific product category.

- a. Controlled test marketing
- b. Focus group research

- c. Sales-wave research
- d. Simulated test marketing

Answer: d

21. The ultimate way to test a new consumer product is to put it into full-blown \_\_\_\_\_.

- a. Controlled test marketing
- b. Sales-wave research
- c. Screening
- d. Test markets

Answer: d

22. A \_\_\_\_\_ is an elaborated version of the idea expressed in consumer terms.

- a. New idea
- b. Product concept
- c. Product idea
- d. Test brand

Answer: b

23. Suppose Nestle wants to expand its line of food products. The managers conduct surveys from customers to determine which food items would appeal to customers. Nestle is currently in which of the following phase of new product development?

- a. Business analysis
- b. Idea generation
- c. Idea screening
- d. Test marketing

Answer: d

24. What are the two ways that a company can obtain new products?

- a. Internal development and merger
- b. Line extension and brand management service
- c. Market mix modification and research and development
- d. New-product development and acquisition

Answer: d

25. Which of the following is not a potential cause of the failure of a new product?

- a. A poorly designed product
- b. An incorrectly positioned product
- c. An underestimated market size
- d. Higher than anticipated costs of product development

Answer: c

26. Executives, manufacturing employees, and salespeople are all examples of \_\_\_\_\_.

- a. core members of innovation management systems
- b. external sources for new-product ideas
- c. internal sources for new-product ideas
- d. research and development team members

Answer: c

27. Your firm wants to use external sources for new product ideas. After consulting with a friend you learn that all of the following are common external sources except \_\_\_\_\_.

- a. competitors
- b. suppliers

- c. the firm's executives
- d. trade shows and magazines

Answer: c

28. The purpose of idea generation is to create a \_\_\_\_\_ of ideas. The purpose of succeeding stages is to \_\_\_\_\_ that number.

- a. Large number; increase
- b. Large number; reduce
- c. Small number; increase
- d. Small number; reduce

Answer: b

29. 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, called \_\_\_\_\_, to arrive at a realistic number to adopt.

- a. concept development
- b. idea generation
- c. idea screening
- d. product concept

Answer: c

30. In the concept testing stage of new-product development, a product concept in \_\_\_\_\_ form is presented to groups of target consumers.

- a. commercial
- b. Final
- c. physical or symbolic
- d. prototype

Answer: c

31. After concept testing, a firm would engage in which stage in developing and marketing a new product?

- a. business analysis
- b. marketing strategy development
- c. product development
- d. test marketing

Answer: b

32. During which stage of new-product development is management most likely to estimate minimum and maximum sales to assess the range of risk in launching a new product?

- a. business analysis
- b. concept testing
- c. marketing strategy development
- d. test marketing

Answer: a

33. In the \_\_\_\_\_ stage of new-product development, products often undergo rigorous tests to make sure that they perform safely and effectively or that consumers will find value in them.

- a. business analysis
- b. concept development and testing
- c. idea generation
- d. product development

Answer: d

34. NPD stands for:

- a. National Production Division.
- b. New Product Department.
- c. New Product Design
- d. New Product Development

Answer: d

35. Providing a description of a product and its attributes and inviting comment from consumers is called:

- a. Attribute testing.
- b. Concept testing
- c. Idea Screening
- d. Market testing

Answer: b

36. If Toyota describes one of its cars of the future as being “a moderately priced subcompact designed as a second family car to be used around town; the car is ideal for running errands and visiting friends,” then the company has just stated a potential new product in terms of a:

- a. Product concept
- b. Product feature
- c. Product idea
- d. Product image

Answer: a

37. When a company reviews sales, costs, and profit projections for a new product to find out whether these factors satisfy the company’s objectives, they are in which of the following new-product development stages?

- a. Business analysis
- b. Commercialization

- c. Concept development and testing
- d. Marketing strategy development

Answer: a

38. \_\_\_\_\_ is screening new-product ideas in order to spot good ideas and Drop poor ones as soon as possible.

- a. Brainstorming
- b. Concept development and testing
- c. Idea generation
- d. Idea screening

Answer: d

39. A \_\_\_\_\_ is a detailed version of the idea stated in meaningful Consumer terms.

- a. Product concept
- b. Product feature
- c. Product idea
- d. Product image

Answer: a

40. If a company wishes to test its positioning strategy, advertising, distribution, pricing, branding and packaging, and budget levels, it can do so during which of the following stages of the new-product development process?

- a. Commercialization
- b. Concept testing
- c. Product development
- d. Test marketing

Answer: d

41. Highest percentage of ideas for new products originates with/from which of the following sources?

- a. Competitors
- b. Customers
- c. Employees
- d. Top management

Answer: b

42. Which of the following are the people who purchase new products almost as soon as the products reach the market?

- a. Early majority
- b. Innovators
- c. Late adopters
- d. Late majority

Answer: b

43. Which of the following is NOT one of the stages that customers go through in the process of adopting a new product?

- a. Awareness
- b. Desire
- c. Evaluation
- d. Interest

Answer: b

44. If Videocon engineers its washing machines to spin the clothes faster regardless of whether or not customers want that speed, then Videocon has characteristics associated with

- a. Production concept
- b. Selling concept
- c. Marketing concept
- d. Product concept

Answer: d

#### Promotion Mix

1. .... emphasizes salable surpluses within the corporation, seeks to convert 'products' into 'cash' ,emphasizes getting rid of stocks, concerns itself with the tricks & techniques of getting the customers to part with their cash for the products available with the salesman.

- a. Marketing
- b. Selling
- c. Public Relation
- d. Sales Promotion

Answer: b

2. Marketing Myopia related first paper published in 1960 in the \_\_\_\_\_

- a. International Business Review
- b. Forbes Magazine
- c. Harvard Business Review
- d. Oxford University Press

Answer: c

3. It has the aim of building long term mutually satisfying relations with key parties, customers, suppliers, distributors in order to earn and retain their long term preference & business.

- a. Marketing Myopia
- b. Relationship Marketing
- c. Product Marketing
- d. Selling Concept

Answer: b

4. .... emphasizes on the product & ..... Emphasizes on the Customers needs & wants.

- a. Selling, Marketing
- b. Marketing, Selling
- c. Consumer, Customer
- d. Marketing, Customer

Answer: a

5. A short-sighted and inward looking approach to marketing that focuses on the needs of the company instead of defining the company and its products in terms of the customers' needs and wants is known as .....

- a. Transactional Marketing
- b. Marketing Myopia
- c. Customer Value Triad
- d. Ambush Marketing

Answer: b

6. Newsletters, catalogues, and invitations to organisation-sponsored events are most closely associated with the marketing mix activity of:

- a. Distribution
- b. Pricing

- c. Product development
- d. Promotion

Answer: d

7. Marketing buzz means -----.

- a. De- marketing
- b. Social marketing
- c. Viral marketing
- d. Virtual marketing

Answer: c

8. Inside sales is known as -----.

- a. Direct marketing
- b. Social marketing
- c. Tele- marketing
- d. Viral marketing

Answer: c

9. Which is the feature of direct marketing -----.

- a. One-to-one communication
- b. Open dialogue
- c. Personal relationship
- d. All of the above

Answer: d

10. Re marketing is related with creating demand for -----.

- a. Fresh products
- b. Low quality products
- c. Non-usable product
- d. Renewed use of products

Answer: d

11. Tele –marketing is a part of -----.

- a. Direct marketing
- b. Relationship marketing.
- c. Social marketing
- d. Viral marketing

Answer: a

12. Direct marketing refers to a communication between the ----- and ----- directly.

- a. Firm and suppliers
- b. Price and services
- c. Seller and buyer
- d. Society and target market

Answer: c

13. “How are you telling consumers in your target group about your product” This question belongs to which marketing concept?

- a. Place
- b. Price
- c. Product
- d. Promotion

Answer: d

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

- a. Co-branding
- b. Licensing
- c. Manufacturer's branding
- d. Private branding

Answer: b

15. The basic role of promotion is \_\_\_\_\_.

- a. Communication
- b. Information
- c. Interpretation
- d. Manipulation

16. The promotion "P" of marketing is also known as \_\_\_\_\_.

- a. Cost
- b. Distribution
- c. Marketing Communication
- d. Product Differentiation

Answer: c

17. When a company distributes its products through a channel structure that includes one or more resellers, this is known as \_\_\_\_\_.

- a. Direct marketing
- b. Indirect marketing

- c. Integrated marketing
- d. Multi-level marketing

Answer: c

18. If the aim of the promotion to introduce a new consumer product is to achieve high awareness levels, the firm will most likely make heavy use of \_\_\_\_\_ in the promotional mix.

- a. Advertising
- b. Personal selling
- c. Publicity
- d. Sales promotion

Answer: a

19. A consumer contest is an example of \_\_\_\_\_.

- a. Advertising
- b. Indirect selling
- c. Personal selling
- d. Sales promotion

Answer: d

20. “Buy it now” refers to which one of the following options?

- a. Advertising
- b. Personal selling
- c. Publicity
- d. Sales promotion

Answer: b

21. Advertising appropriations are largest for which type of product?

- a. Convenience goods
- b. High-priced products
- c. Industrial products
- d. Specialty goods

Answer: a

22. A television advertisement showing the safety features of the Volvo 240 DL would be best classified as which of the following?

- a. Defensive advertising
- b. Pioneer advertising
- c. Product advertising
- d. Societal marketing

Answer: c

23. Which of the following is NOT a part of marketing communication mix?

- a. Advertising
- b. Public relations
- c. Sales promotion
- d. Telemarketing

Answer: d

24. The term Marketing Myopia was written by

- a. Philip Kotler
- b. Royal Dutch Shell

- c. Theodore Levitt
- d. Henry Ford

Answer: c

25. Rajeev Kapoor is a chef in a new downtown restaurant. He has sent out press releases to the major local media and has invited food critics to dine in his restaurant. Rajeev is engaging in

- a. Public relations
- b. Personal selling
- c. Sales promotion
- d. Advertising

Answer: a

26. Newsletters, catalogs, and invitations to organisation-sponsored events are most closely associated with the marketing mix activity of:

- a. Pricing
- b. Distribution
- c. Product development
- d. Promotion

Answer: d

27. In relationship marketing firms focus on \_\_\_\_\_ relationships with \_\_\_\_\_.

- a. Short-term; customers and suppliers
- b. Long-term; customers and suppliers
- c. Short-term; customers
- d. Long-term; customers

Answer: b

Extended P's (Marketing Mix)

.....shows that a service was performed, such as the delivery packaging for the item delivered by a delivery service, or a scar left by a surgeon. This reminds or reassures the consumer that the service took place, positively or negatively

1. Process
2. People
3. Physical Evidence
4. Consumer

Answer: c

.....defined as the employees that execute the service chiefly concerns the manner and skill in which they do so.

1. Process
2. People
3. Physical Evidence
4. Consumer

Answer: b

.....is an important P of marketing which affect the execution of its service, such as job queuing or query handling.

1. Process
2. People
3. Physical Evidence
4. Consumer

Answer: a

A further 3Ps are incorporated into the marketing mix:

Physical evidence, process and price.

Process people and promotion.

Physical evidence, people and production.

Physical evidence, process and people.

Answer: d

A further 3Ps are incorporated into the marketing mix:

- a. physical evidence, process and price.
- b. process people and promotion.
- c. physical evidence, people and production.
- d. physical evidence, process and people.

Answer: d

Miscellaneous

In the history of marketing, when did the production period end?

In the late 1800s.

In the early 1900s.

In the 1920s.

After the end of the Second World War.

Answer: c

Which one of the following is a key to build lasting relationships with consumers?

- a. Price of the product

- b. Need recognition
- c. Customer satisfaction
- d. Quality of product

Ans: c

Which of the following is not an Exchange function of Marketing?

- a. Product Planning & Development
- b. Buying function
- c. After sales service
- d. Selling Function

Answer: c

If focus is on social and ethical concerns in marketing' is characteristic of the \_\_\_\_\_ period.

Production

Sales

Marketing

Societal marketing

Answer: d

Which of the following is not an element of the marketing mix?

Distribution

Promotion

Production

Pricing

Answer: c

The term 'marketing mix' describes:

a composite analysis of all environmental factors inside and outside the firm.

a series of business decisions that aid in selling a product.

the relationship between a firm's marketing strengths and its business weaknesses.

a blending of strategic elements to satisfy specific target markets.

Answer: d

The key term in the American Marketing Association's definition of marketing is:

Activity

Sales

Products

Value

Answer: d

.....is a cluster of complementary products and services that are closely related in the minds of consumers but spread across a diverse set of industries.

Marketspace

Marketplace

Metamarket

Marketpace

Answer: c

The \_\_\_\_\_ concept holds that consumers will favour products that offer the most in quality, performance and innovative features.

Marketing

Production

Product

Selling

Answer: c

\_\_\_\_\_ is the 5th P' of Marketing as stated by Philip Kotler

Persistent

Purpose

Process

People

Answer: b

\_\_\_\_\_ are products bought by individuals and organizations for further processing or for use in conducting a business.

Consumer products

Specialty products

Industrial products

Personal Products

Answer: c

Which of the following is not an element of the marketing mix?

a) Distribution.

b) Product.

c) Target market.

d) Pricing.

Answer: c

The term 'marketing mix' describes:

a composite analysis of all environmental factors inside and outside the firm.

a series of business decisions that aid in selling a product.

the relationship between a firm's marketing strengths and its business weaknesses.

a blending of strategic elements to satisfy specific target markets.

Answer: d

When customer expectations regarding product quality, service quality, and value-based price are met or exceeded, \_\_\_\_\_ is created.

- a) customer satisfaction
- b) planning excellence
- c) a quality rift
- d) a value line

Answer: a

According to the Marketing and Sales Standards Setting Body (MSSSB), which of the following is not a marketing function?

- a) Promote marketing intelligence.
- b) Develop sales tactics.
- c) Develop the customer proposition.
- d) Work with other business functions and third parties.

Answer: b

Mr. ABC and his staff have decided to use target marketing to reach their sales goals. Which are their three steps (in order) to target marketing?

- a. Market segmentation, market positioning and target marketing
- b. Market segmentation, target marketing and market positioning
- c. Market alignment, market segmentation and market positioning
- d. Market recognition, market preference and market insistence

Ans: b

After concept testing, a firm would engage in which stage for developing and marketing a new product?

- a. Marketing strategy development
- b. Business analysis
- c. Product development
- d. Test marketing

Ans: a

If the company's sales are slow down, and profits level off or decline. At which stage the company has reached?

- a. Introduction
- b. Decline
- c. Growth
- d. Maturity

Ans: b

Which of the following marketing mix activity is most closely associated with newsletters, catalogues and invitations to organization-sponsored events?

- a. Pricing
- b. Promotion
- c. Distribution
- d. Product

Ans: b

Buying goods and services for further processing or for use in the production process refers to which of the following markets?

- a. Consumer markets
- b. Government markets
- c. Business markets
- d. International markets

Ans: c

Which one of the following sets represents 4 C's of the marketing mix?

- a. Customer solution, cost, convenience, communication
- b. Customer, cost, convenience, comfort
- c. Convenience, communication, coverage, cost
- d. Cost, coverage, communication, consultancy

Ans: a

A marketing manager of a large consumer foods company is studying distribution, promotion, and price of the company's product. Marketing manager is studying which one of the following concepts?

- a. Marketing plan
- b. Marketing strategy
- c. Marketing mix

d. Market offering

Ans: c

Which one of the following is NOT the stage that customers go through in the process of adopting a new product?

a. Awareness

b. Interest

c. Evaluation

d. Culture

Ans: d

The mental act, condition or habit of placing trust or confidence in another shows which of the following options?

a. Motive

b. Belief

c. Behavior

d. Attitude

Ans: b

New product development starts with which one of the following steps of new product development?

a. Idea screening

b. Idea generation

- c. Test marketing
- d. Concept testing

Ans: b

What does this statement show “Trade of value between two parties”?

- a. Competition
- b. Transaction
- c. Exchange
- d. Need

Ans: b

A marketing manager of a large consumer foods company is studying distribution, promotion, and price of the company’s product. Marketing manager is studying which one of the following concepts?

- a. Marketing plan
- b. Marketing strategy
- c. Marketing mix
- d. Market offering

Ans: c

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?

- a. Selling concept

- b. Product concept
- c. Production concept
- d. Marketing concept

Ans: c

The buying process starts from which one of the following stage in which the buyer recognizes a problem or need?

- a. Need recognition
- b. Information search
- c. Evaluation of alternative
- d. Purchase decision

Ans: a

A firm has decided to localize its products and services to meet local market demands. Which one of the following approach is a good approach for this segmentation?

- a. Geographic
- b. Demographic
- c. Psychographics
- d. Behavioral

Ans: a

Demographic segmentation divides the market into groups based on which of the following variables?

- a. Size, location, industry, customer
- b. Size, company, industry, technology
- c. Location, size, occupation, race
- d. Customer, technology, company, industry

Ans: c

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?

- a. Price
- b. Promotion
- c. Distribution
- d. Product

Ans: b

Customer's evaluation of the difference between all the benefits and all the costs of a marketing offer relative to those of competing offers refers to which of the following options?

- a. Customer perceived value
- b. Marketing myopia
- c. Customer relationship management
- d. Customer satisfaction

Ans: a

Which one of the following statements by a company chairman BEST reflects the marketing concept?

- a. We have organized our business to satisfy the customer needs
- b. We believe that marketing department must organize to sell what we produce
- c. We try to produce only high quality, technically efficient products
- d. We try to encourage company growth in the market

Ans: a

1 In the services marketing triangle, \_\_\_\_\_ marketing refers to communications a firm uses to make promises to customers regarding service delivery. A) internal B) interactive C) relationship D) external

2 All of the following could be classified as internal customers of a hospital EXCEPT: A) patients B) doctors C) nurses D) bookkeepers who work in the hospital's billing office

3 According to the service profit chain: A) there is a direct relationship between employee satisfaction and customer loyalty B) internal marketing is more important than either interactive or external marketing C) the strategies for internal, external, and interactive marketing are equally important D) customer loyalty is unrelated to internal marketing

4 The frontline service employees are referred to as: A) gatekeepers B) control centers C) boundary spanners D) service encounter experts 5 Which type of conflict results from the fact that Sullins Cleaning requires its employees to wear uniforms? A) person/role B) vertical C) organization/client D) interclient

6 A telephone order taker for a catalog retailer is expected to treat each customer with concern and courtesy and be willing to spend as much time as needed to get the order taken, while not leaving other customers waiting on hold for too long. The telephone order taker is likely to experience \_\_\_\_\_ tradeoff. A) demand/supply B) client/organization C) customization/standardization D) quality/productivity

7 All of the following are service inclination skills EXCEPT: A) clerical speed and accuracy B) social sensitivity C) helpfulness D) courtesy

8 One of the potential costs in employee empowerment is: A) higher labor costs B) slower online responses to dissatisfied customers during service recovery C) slower online responses to customers during service delivery D) increased employee dissatisfaction 9 We define a \_\_\_\_\_ as anything that

can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. a private brand b service c service variability d product

10 Product is a key element in \_\_\_\_\_. At one extreme, it may consist of pure tangible goods or at the other extreme, pure services. a brand extension b the market experience c the market offering d co-branding

11 Product planners need to think about products and services on three levels. The most basic level is the \_\_\_\_\_, which addresses the question, "What is the buyer really buying?" a core benefit b co-branding c actual product d exchange

12 Product planners must design the actual product and find ways to \_\_\_\_\_ it in order to create the bundle of benefits that will create the most customer value. a augment b present d promote

13 \_\_\_\_\_ are products and services bought by final consumers for personal consumption. These include convenience products, shopping products, specialty products, and unsought products. a Line extensions b Services c Straight extensions d Consumer products

14 \_\_\_\_\_ are consumer products and services with unique characteristics or brand identification for which a significant group of buyers is willing to make a special purchase effort. a Industrial products b Specialty products c Unsought products d Shopping products

15 \_\_\_\_\_ are those products purchased for further processing or for use in conducting a business. a Unsought products b Accessories c Shopping products d Industrial products

Answer of MCQ 1-d 2-a 3-a 4-c 5-a 6-d 7-a 8-a 9-d 10-c 11-a 12-a 13-d 14-b 15-d

1 The correct components of the 7-S framework are: a shared values, synergy, systems, strategy, style, staff and structure. b structure, strategy, shared values, style, staff, skills and systems. c standards, strategy, style, staff, skills, systems and security. d strategy, synergy, shared value, standardization, skills, staff and structure.

2 With the globalization of markets, the tastes and preferences of consumers world-wide are: a being encouraged by multinational organizations to become increasingly similar. b becoming similar to the tastes and preferences of American consumers. c so different that they can be ignored by international organizations. d converging upon a global norm.

3 The main advantage of a differentiation strategy in international markets lies in that: a consumers in foreign markets pay less for the same product. b the focus is taken away from price. c imitators cannot reduce margins. d it enables brand stretching and extension.

4 The goals of international marketing are to: a gain market share and increase profit. b expand business activities abroad. c create and retain customers in global markets. d eliminate competition in international markets. 5 Being a global organization means: a creating both standardized and customized products. b customizing the product range for each segment in part. c creating standardized products for homogeneous markets. d any of the above.

6 Which of the following represents a company's effort to identify and categorize groups of customers and countries according to common characteristics? a Global market segmentation. b Global positioning. c Global marketing research. d Global targeting.

7 A global market leader is an organization which: a is recognized as being ahead of the rest in terms of market share. b has the monopoly over several foreign markets. c is ahead of the competition in terms of global innovation. d has more than 50% global market share.

8 \_\_\_\_\_ typically offer more flexibility in international markets. a LSEs b SMEs c MNEs d None of the above  
9 From the point of view of marketing, an organization that enjoys competitive advantage in an industry has done so by: a creating superior value for customers. b constantly enlarging its marketing activities. c focusing on long-term profit. d charging lower prices than competition.

10 Regionalism is: a a protectionist policy created to exclude third world countries from certain forms of international trade. b an international management orientation and a protectionist policy created to exclude third world countries from certain forms of international trade. c the grouping of countries into regional clusters based on geographic proximity. d an international management orientation.

Answer of MCQ 1-b 2-d 3-b 4-c 5-a 6-a 7-a 8-b 9-a 10-c

1 Marketing activities are designed to expedite \_\_\_\_ by creating, distributing, pricing, and promoting goods and services. A) channels B) customers C) transactions  
2 \_\_\_\_ is made up of activities in advertising, sales promotion, publicity and packaging. A) marketing B) production C) management D) selling

3 \_\_\_\_ refers to standardizing products and displaying and labeling them for consumers, sometimes to a set of standards set by state or federal government. A) marketing B) grading C) management D) selling

4 To implement a marketing concept, a firm must adopt a(n) \_\_\_\_ orientation. A) channel B) consumer C) transaction D) acceptance

5 The \_\_\_\_ orientation was prominent during the Industrial Revolution. A) marketing B) human resource C) production  
6 A \_\_\_\_ orientation occurs when supply exceeds demand. A) marketing B) human resource C) production D) sales

7 Customer-relationship management focuses on boosting business with \_\_\_\_ customers. A) satisfied B) existing C) new D) niche

8 A \_\_\_\_ is the specific group of consumers on whose needs and wants a company focuses its marketing efforts. A) market B) marketing strategy C) concentration D) target market

9 A \_\_\_\_ approach assumes that all buyers have similar needs. A) market segment B) total-market C) multi-segment  
10 Individuals in a market segment have relatively similar \_\_\_\_\_. A) traits B) behaviors C) emotions D) needs

Answer of MCQ 1-c 2-d 3-b 4-b 5-c 6-d 7-b 8-d 9-b 10-d

- 1 Broadly defined, products include all of the following EXCEPT: a money and payments. b services. c ideas. d persons.
2. All of the following are examples of services EXCEPT: a. banking. b. hotels and motels. c. tax preparation. d. computer software.
3. Examples of pure tangible goods include all of the following EXCEPT: b. tax preparation. c. toothpaste. d. salt.
4. Which of the following would be the best illustration of a pure service? a. a water pick for cleaning teeth b. a doctor's exam c. a waiter taking your order in a restaurant d. flying on an airline
5. If a company has a hybrid offer, then its offer may be described as being one where there is: a. an equal amount of goods and services. b. a tangible good with accompanying services. c. a service with accompanying minor goods. d. a clone service package.
6. A(n) \_\_\_\_\_ occurs when a company intentionally uses services as the stage, and goods as the props, to engage individual customers in a way that creates a memorable event. a. hybrid offer b. core service c. augmented or ancillary product d. experience
7. The most basic level of a product is called the: a. core product. b. central product. c. fundamental product. d. augmented product.
8. All of the following are considered to be characteristics of the actual product category or feature EXCEPT: a. quality level. b. installation. c. brand name. d. design.
9. Actual products may have as many as five characteristics. All of the following could be considered to be among these characteristics EXCEPT: a. a quality level. b. features. c. warranty. d. a brand name.
10. The best illustration of an augmented product category or feature would be the: a. brand name. b. packaging. c. warranty. d. design.

Answer of MCQ 1-a 2-d 3-b 4-b 5-a 6-d 7-a 8-b 9-c 10-c

1 Building long-term relationships with customers is essential for any business. The application of technology to achieve CRM is a key element of e-business but what does CRM stand for? a Customer resource management b Consumer relationship management c Customer relationship management d Customer retailing management

2 There are different techniques to both initiate and build relationships with customers by using a combination of online and offline techniques. What is the 'customer life cycle' though? a The stages each customer will go through in a long-term relationship with a supplier b Techniques to encourage customers to increase their involvement with an organisation c An approach to building and sustaining long-term business with a customer d The answers above are all correct

3 The four marketing activities within the customer relationship management include customer selection, customer acquisition, customer retention, plus: a Customer Up-sell b Customer re-sell c Customer referrals d Customer extension

4 Using digital communications technologies to maximise sales to existing customers and encourage continued usage on online services is known as: a Sense and respond communications b Electronic customer relationship management c Customer-centric marketing d Mass customisation

5 Using the Internet for relationship marketing involves integrating the customer database with websites to make the relationship targeted and personalised. Through doing this there are many benefits to be gained but which of the below is not an advantage? a Minimises breadth, depth and nature of relationship b Achieve mass customisation of the marketing messages c Targeting more effectively d Lower costs

6 Accepting that a customer has agreed to opt-in to receive further information, with customer profiling the minimum amount of online information that needs to be collected is an e-mail address. What is really required though to decide if the customer is a good potential target for further communications? a Opt-out facilities to be removed b A qualified lead c Interruption marketing d Permission marketing

7 RACE is a practical framework to help marketers manage and improve the commercial value gained from digital marketing. The term stands for Reach, Act, C, Engage. What does 'C' refer to? a Collaborate b Collect c Consolidate d Convert 8 Companies that understand how customers use digital media in their purchase decision buying can develop integrated communications strategies to support their customers at each stage in the buying process. Customers have individual preferences in the ways they use the web depending upon why they need to use it and this web use is known as: a Directed buyers b Directed-information seekers c Undirected information-seekers d Searching behaviours

9 E-commerce managers aim to deliver the most effective mix of communications to drive traffic to their e-commerce sites. The different techniques can be characterised as: a Digital media channels b Online marketing communications c Offline marketing communications d All of the above

10 A marketing campaign will not be successful if the costs of acquiring site visitors and customers are too high. The term used to describe the cost of acquiring a new customer is known as: a Allowable cost per acquisition b Bounce rate c Cost per acquisition d Referrer cost

Answer of MCQ 1-c 2-a 3-d 4-b 5-a 6-b 7-d 8-d 9-d 10-c 1 Which of the following can influence how satisfied a customer is with a service? A) customers' emotions B) product features C) customers' perception of service quality D) all of the above

2 \_\_\_\_\_ quality refers to how a service is delivered to the customer. A) Output B) Interaction C) Experiential D) Technical outcome

3 \_\_\_\_\_ has consistently proven to be the most important determinant of service quality. A) Reliability B) Responsiveness C) Assurance D) Empathy

4 In services with a high level of credence qualities, e.g., banking, insurance, medical, and legal service, which of the following service quality dimensions is most important? A) reliability B) responsiveness C) assurance 5 From the customer's point of view, the most vivid impression of service occurs in the service \_\_\_\_\_ when the customer interacts with the service firm A) event B) socialization C) encounter D) arrangement

6 A service encounter that occurs without any direct human contact is a(n) \_\_\_\_\_ encounter. A) remote B) phone C) detached D) public

7 Which of the following themes is NOT a source of customer satisfaction/dissatisfaction in service encounters? A) recovery B) adaptability C) spontaneity D) credibility

Answer of MCQ 1-d 2-b 3-a 4-c 5-c 6-a 7-d

1 Which of the following is/are call options? A) The abandonment option on an investment project B) Stand-by underwriting C) A and B D) The company's option to redeem its bonds at a premium before maturity

2 Which of the following investors would be happy to see the stock price rise sharply? A) An investor who owns a call option B) An investor who owns a put option C) An investor who owns the stock and has sold a call option D) An investor who has sold a call option

3 Suppose an investor sells a put option. What will happen if the stock price on the exercise date exceeds the exercise price? A) The seller will need to deliver stock to the owner of the option B) The seller will be obliged to buy stock from the owner of the option C) The owner will not exercise his option D) None of the above

4 A put option gives the owner the right A) And the obligation to buy an asset at a given price B) And the obligation to sell an asset at a given price C) But not the obligation to buy an asset at a given price D) But not the obligation to sell an asset at a given price 5 The buyer of a call option has the choice to exercise, but the writer of the call option has: A) The choice to offset with a put option B) The obligation to deliver the shares at exercise C) The choice to deliver shares or take a cash payoff D) The choice of exercising the call or not

6 A call option that can be exercised only on one particular day is called A) A European call B) An American call C) A short call D) None of the above

7 The higher the exercise price: A) The higher the call price B) The lower the call price C) Has no effect on call price D) The higher the stock price

8 Which of the following features increase(s) the value of a call option? A) A high interest rate B) A long time to maturity C) A highly variable stock price D) All of the above

Answer of MCQ 1-d 2-a 3-c 4-d 5-b 6-a 7-b 8-d

1 According to Kotler, P. (2004), customers are defined as 'value \_\_\_\_\_' within the bounds of search costs and limited knowledge, mobility and income. a dependents b maximisers c parasites d manipulators

2 Customer delivered value is the difference between total customer value and total customer cost of a marketing product. This value can be interpreted as what? a Profit to the company. b Value maximisation. c Value cost to company. d Profit to the customer.

3 Relationship marketing is focused upon the development of robust links between the company and its customers. Which of the following are value-building approaches to customer relationship marketing? a

Financial, political and economic benefits. b Financial, social and structural benefits. c Social, political and financial benefits. d Structural, political and economic benefits.

4 Which of the following are examples of adding financial benefits to customer relationship? a Computer programmes to improve information transfer. b Computer linkages to improve information transfer. c Frequent flyer programmes. d Individualising products and services for customers.

5 What is the difference between transaction marketing and relationship marketing? a Transaction marketing tracks customer payments and credits. b Focus upon one sales transaction at a time. c Transaction marketing tracks the customer payments. d All of the above.

Answer of MCQ 1-b 2-d 3-b 4-c 5-b