



SmartKeeda

The Question Bank

Presents

TestZone

India's least priced Test Series platform

JOIN

12 Month Plan

2018-19 All Test Series

@ Just

₹ 499/-

300+ Full Length Tests

- Brilliant Test Analysis
- Excellent Content
- Unmatched Explanations

JOIN NOW

IBPS SO Marketing Mains QUIZ – 1

Direction: Study the following questions carefully and choose the right answer.

1. Skimming price for a new product is _____ .

- A. Low initial price
- B. Average price
- C. High initial price
- D. Moderate price
- E. All of the above

2. Perception is a process through which _____ .

- A. A consumer make ultimate purchasing
- B. A consumer is satisfied
- C. A consumer's mind receives, organizes and interprets physical stimuli
- D. Both a and b
- E. None of the above

3. Bank marketing means _____ .

- A. Selling of banks
- B. Buying of banks
- C. Merger of banks
- D. Selling bank's products and services
- E. Selling various items in banks

4. Which of the following is a type of research data?

- A. Complex
- B. Primary
- C. Secondary
- D. Traditional
- E. Both b and c

5. When a product or brand is embedded in entertainment and media then it is known as _____ .

- A. Covert advertising
- B. Guerrilla advertising
- C. Both a and b
- D. Overt advertising
- E. None of the above

6. Which among the following is not an example of convenience goods?

- A. Tea
- B. Coffee
- C. Soap
- D. Tooth Paste
- E. Umbrella in rainy season

7. Segmentation of consumers based on factors like climatic conditions and regions are known as

- A. Demographic segmentation
- B. Cultural segmentation
- C. Geographic segmentation
- D. Administrative segmentation
- E. None of these

8. Re – positioning of product involves _____ .

- A. Placing the product in shops
- B. Making the products available to the customers
- C. Changing identity of the product
- D. Developing the new product
- E. None of these

9. Consumer's relationship with the bank is influenced by _____ .

- A. Customers attitudes
- B. Attitudes of bank staff
- C. Interest rates of the bank
- D. Attitude of sales persons
- E. All of the above

10. In case of prestige goods, the demand is _____ .

- A. Price sensitive
- B. Not price sensitive
- C. Not price sensitive till a level
- D. All of the above
- E. None of these

Correct answers:

1	2	3	4	5	6	7	8	9	10
C	C	D	E	C	E	C	C	D	C

Explanations:**1.**

Price skimming is a pricing strategy in which a marketer sets a relatively high initial price for a product or service at first, and then lowers the price over time. It is a temporal version of price discrimination/yield management.

Hence, option C is correct.

2.

Perception can have various meanings but in marketing, it is often described as a process by which a consumer identifies, organizes, and interprets information to create meaning. A consumer will selectively perceive what they will ultimately classify as their needs and wants.

Hence, option C is correct.

3.

Bank marketing is the aggregate of functions, directed at providing services to satisfy customers financial (and other related) needs and wants, more effectively and efficiently than the competitors keeping in view the organizational objectives of the bank

Hence, option D is correct.

4.

Primary research is new research, carried out to answer specific issues or questions. It can involve questionnaires, surveys or interviews with individuals or small groups. Secondary research makes use of information previously researched for other purposes and publicly available. This is also known as 'desk research'.

Hence, option E is correct.

5.

Overt advertising is a typical blatant advertising found in magazines and newspapers, on televisions, billboards and leaflets. Whereas, Covert advertising is sneakier as it occurs when the consumers are exposed to either covertly or subtly to an advertisement.

Guerrilla marketing is an advertisement strategy to promote products or services on the streets or other public places with little money. This involves getting the attention of the public. Guerrilla marketing is done in public places such as shopping centers, parks or beaches to attract a big audience.

Hence, option C is correct.

6.

The items which are bought frequently, immediately and with minimum shopping efforts are convenience goods. These include candy, ice-cream, cold drinks, cigarettes, magazines, medicines etc. the shops which keep the convenience goods are called convenience stores. Often convenience goods are non-durable.

Hence, option E is correct.

7.

Market segmentation is the process of dividing a market of potential customers into groups, or segments, based on different characteristics. The segments created are composed of consumers who will respond similarly to marketing strategies and who share traits such as similar interests, needs, or locations.

Demographic segmentation is market segmentation according to age, race, religion, gender, family size, ethnicity, income, and education. Demographics can be segmented into several markets to help an organization target its consumers more accurately.

Geographic segmentation is a common strategy when you serve customers in a particular area, or when your broad target audience has different preferences based on where they are

located. This marketing approach is common for small businesses that serve a wide demographic customer base in a local or regional territory.

Culture Segments is a new, sector-specific segmentation system for culture and heritage organisations. ... This is because it is based on people's cultural values and motivations. These cultural values define the person and frame their attitudes, lifestyle choice and behaviour.

Hence, option C is correct.

8.

Brand repositioning is when a company changes a brand's status in the marketplace. This typically includes changes to the marketing mix, such as product, place, price and promotion. Repositioning is done to keep up with consumer wants and needs.

Hence, option C is correct.

9.

The influence of customer relationship marketing on attitudinal loyalty toward the main supplier is positive but indirect, working through effective communication, satisfaction, and trust. However, when environmental uncertainty is high, the negative direct effect becomes significantly more intense, and when competitive rivalry is high, the positive indirect effect through satisfaction and trust is less intense.

Hence, option D is correct.

10.

In the case of prestige products, an increase in price may actually result in an increase in the quantity demanded because consumers see the products as more valuable. In such cases, the demand curve slopes upward. If the price decreases, consumers perceive the product to be less desirable and demand may decrease. The higher-price/higher-demand relationship has its limits, however. If the firm increases the price too much, making the product out of range for buyers, demand will begin to decrease

Hence, option C is correct.



SmartKeeda

The Question Bank

प्रस्तुत करते हैं

TestZone

भारत की सबसे क़िफ़ायती टेस्ट सीरीज़

अभी
जुड़ें

12 Month Plan

2018-19 All Test Series

@ Just

₹ 499/-

300+ फ़ुल लेन्थ टेस्ट

- श्रेष्ठ विश्लेषण
- उत्कृष्ट विषय सामग्री
- बेजोड़ व्याख्या

अभी जुड़ें