



SmartKeeda

The Question Bank

Presents

TestZone

India's least priced Test Series platform

JOIN

12 Month Plan

IBPS SO Marketing Mains
2018-19

@ Just

₹ **399/-**

300+ Full Length Tests

- Brilliant Test Analysis
- Excellent Content
- Unmatched Explanations

JOIN NOW

IBPS SO Marketing Mains QUIZ –

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

1. A very large market segment or wide collection of smaller segments is called -

- A. Niche market
- B. Meta market
- C. Mass market
- D. Multi-Level Market
- E. None of these

2. Good customer service is an extended arm of -

- A. Service marketing
- B. Web Marketing
- C. Process Marketing
- D. Indirect Marketing
- E. Internal Marketing

3. Mass communication with customers or potential customers, usually through paid public media is known as -

- A. Publicity
- B. Sales Promotion
- C. Advertising
- D. Public relations
- E. Brand building

4. The segmentation of markets based on the gender of the customer is a type of -

- A. Geographic segmentation
- B. Demographic segmentation
- C. Psychographic segmentation
- D. Socio cultural segmentation
- E. Lifestyle based segmentation

5. The collective perceptions and impressions people have formed about an organisation, its products and/or its services, is known as its –

- A. Brand Value
- B. Brand Asset
- C. Brand Architecture
- D. Brand Image
- E. Brand Attribute

6. Tom goes to a vending machine, deposits 50 pence, and receives a Cola. Which one of the following aspects of the definition of marketing is focused on there?

- A. Production concept
- B. Satisfaction of organizational goals
- C. Product pricing and distribution
- D. Exchange
- E. None of these

7. What is the USP of saving accounts?

- A. High rate of interest
- B. Easy operations
- C. Risky transactions
- D. Expensive transactions
- E. Back office facility

8. A situation when consumers become committed to a brand and make repeat purchases over time is called _____ .

- A. Brand Switching
- B. Brand Awareness
- C. Cult-Brand
- D. Brand Loyalty
- E. Brand Recognition



9. What does 'M' stands for in DMAIC improvement cycle?

- A. Manufacturing B. Monopoly C. Measure
D. Management E. Manual

10. Who formulated the 'Agenda Setting Theory' which fortifies the power of media in setting the agenda amongst the audience/consumers?

- A. John & Weber. B. David & Hoffner. C. Patric & Teresa.
D. Maxwell & Shaw. E. None of these



Smartkeeda
The Question Bank

Correct answer:

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

Explanations:

1.

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 location.

A niche market is the subset of the market on which a specific product is focused. The market niche defines the product features aimed at satisfying specific market needs, as well as the price range, production quality and the demographics that it is intended to target. It is also a small market segment.

Meta marketing is "the synthesis of all managerial, traditional, scientific, social and historical foundations of marketing".

Multi-level marketing is a strategy some direct-sales companies use to encourage their existing distributors to recruit new distributors by paying the existing distributors a percentage of their recruits' sales. The recruits are the distributor's "down line."

Hence, option E is correct.

2.

Good customer service is an extended arm of services marketing because it is a sub field of marketing which can be split into two main areas of goods marketing (which includes the marketing of fast moving consumer goods and durables) and services marketing.

Services marketing typically refer to both business to consumer (B2C) and business-to-business (B2B) services, and include marketing of services such as telecommunications services, financial services, all types of hospitality, tourism leisure and entertainment services, car rental services, health care services and professional services and trade services. Service marketers often use an expanded marketing mix which consists of the seven Ps: product, price, place, promotion, people, physical evidence and process.

Web marketing refers to a broad category of advertising that takes many different forms, but generally involves any marketing activity conducted online.

Process is another element of the services marketing mix or 7Ps. There is a number of perceptions of the concept of process within the business and marketing literature. Some see processes as a means to achieve an outcome, for example – to achieve a 30% market share, a company implements a marketing planning process.

Indirect marketing is a way for a business to market their product, idea, or service without having to use the methods of SPAM or direct advertising and marketing.

Internal marketing is the promotion of a company's objectives, products and services to employees within the organization. The purpose is to

increase employee engagement with the company's goals and fostering brand advocacy.

Hence, option A is correct.

3.

Publicity is gaining public visibility or awareness for a product, service or your company via the media. From a marketing perspective, publicity is one component of promotion and marketing. The other elements of the promotional mix are advertising, sales promotion, direct marketing and personal selling.

Sales promotion is the process of persuading a potential customer to buy the product. Sales promotion is designed to be used as a short-term tactic to boost sales – it is rarely suitable as a method of building long-term customer loyalty.

Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK.

Public relations (PR) are the practice of managing the spread of information between an individual or an organization (such as a business, government agency, or a nonprofit organization) and the public. Public relations are the idea of creating coverage for clients for free, rather than marketing or advertising.

Brand Building is generating awareness, establishing and promoting company using strategies and tactics. In other words brand building is enhancing brand equity using advertising campaigns and promotional

strategies. Branding is crucial aspect of company because it is the visual voice of the company.

Hence, option C is correct.

4.

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.

Psychographic segmentation involves dividing your market into segments based upon different personality traits, values, attitudes, interests, and lifestyles of consumers. This segmentation is advantageous because it allows you to engage in product design and marketing in a focused manner.

Sociocultural segmentation combines social (related to groups) and cultural variables (related to the shared values, beliefs, attitudes of people) that provide further basis for segmentation. Group may be defined as two or more people who interact with each other to accomplish either individual or.

Hence, option B is correct.

5.

Brand equity' is a phrase used in the marketing industry which describes the value of having a well-known brand name, based on the idea that the owner of a well-known brand name can generate more revenue simply from brand recognition; that is from products with that brand name than from products with a less well-known name, as consumers believe that a product with a well-known name is better than products with less well-known names. Brand equity refers to the value of a brand.

Brand Architecture is a system that organizes brands, products and services to help an audience access and relate to a brand. ... It also provides the maximum brand value by fully leveraging both corporate and sub brands.

Brand Image is how the customers think of a brand. It can be defined as the perception of the brand in the minds of the customers.

Brand Attributes portray a company's brand characteristics. Brand attributes are a bundle of features that highlight the physical and personality aspects of the brand. Attributes are developed through images, actions, or presumptions. Brand attributes help in creating brand identity.

Hence, option D is correct.

6.

The Production Concept is the oldest of the concepts in business. It holds that consumers will prefer products that are widely available and inexpensive. Managers focusing on this concept concentrate on achieving high production efficiency, low costs, and mass distribution.

The Exchange concept holds that the exchange of a product between the seller and the buyer is the central idea of marketing. Product Concept: It is a belief of the management that consumers favour the products of superior quality, better performance and innovative features

Hence, option D is correct.

7.

Saving account deposit is an account held at a bank or other financial institution that provides principal security and a modest interest rate. Easy operation is one of its major USPs (unique selling proposition). Saving account funds are easy to open and maintain and are considered one of the most liquid investments outside of demand accounts and cash.

Hence, option B is correct.

8.

Brand loyalty is a pattern of consumer behavior where consumers become committed to brands and make repeat purchases from the same brands over time. Loyal customers consistently purchase products from their preferred brands, regardless of convenience or price.

Brand switching, happens when a customer buys a different brand than the one he is used to / competitor brand.

Brand recognition is extent to which a consumer can correctly identify a particular product or service just by viewing the product or service's logo, tag line, packaging or advertising campaign.



A Cult brand is a product or service with a committed customer base. The attainment of such true believers or 'near fanatical' customers is made possible because cult brands sell more than a product, they sell a lifestyle.

Brand awareness is the extent to which consumers are familiar with the qualities or image of a particular brand of goods or services.

Hence, option B is correct.

9.

Measure, It is the most important step of data collection. Its motive is to establish process performance baseline. DMAIC stands for Define, Measure, Analyze, Improve and Control. It is a data-oriented business improvement cycle.

DMAIC is a data-driven quality strategy used to improve processes. It is an integral part of a Six Sigma initiative, but in general can be implemented as a standalone quality improvement procedure or as part of other process improvement initiatives such as lean. DMAIC is an acronym for the five phases that make up the process:

- Define the problem, improvement activity, opportunity for improvement, the project goals, and customer (internal and external) requirements.
- Measure process performance.
- Analyze the process to determine root causes of variation, poor performance (defects).
- Improve process performance by addressing and eliminating the root causes.

- Control the improved process and future process performance.

Hence, option C is correct.

10.

Alfred Rosario. Maxwell McCombs & Donald Shaw formulated this theory which focuses on the ability of media to advise the audiences what issues are major & relevant & thus setting up the 'agenda'.

Agenda-setting theory describes the "ability [of the news media] to influence the importance placed on the topics of the public agenda". With agenda setting being a social science theory, it also attempts to make predictions. That is, if a news item is covered frequently and prominently, the audience will regard the issue as more important. Agenda-setting theory was formally developed by Max McCombs and Donald Shaw in a study on the 1968 American presidential election.

Hence, option D is correct.



SmartKeeda

The Question Bank

प्रस्तुत करते हैं

TestZone

भारत की सबसे किफायती टेस्ट सीरीज़

अभी
जुड़ें

12 Month Plan

IBPS SO Marketing Mains
2018-19

@ Just

₹ 399/-

300+ फुल लेन्थ टेस्ट

- श्रेष्ठ विश्लेषण
- उत्कृष्ट विषय सामग्री
- बेजोड़ व्याख्या

अभी जुड़ें