

Sample Questions

Marketing

1. Which of the following is the correct sequence of elements of McKinsey 7-S framework for business success?
 - a. Strategy, security, structure, systems, style shared values, staff.
 - b. Strategy, structure, style, systems, style shared values, staff.
 - c. Strategy, skills, simplicity, structure, style, shared values, staff.
 - d. Strategy, structure, systems, style, staff, skills, shared values.

2. The buyers who see the product as very important to their operations are price and service sensitive. They receive approximately 10% discount and above-average service. They are knowledgeable about competitive offerings and are ready to switch for a better price, even at the cost of losing some service. Who are these buyers?
 - a. Transaction buyers
 - b. Programmed buyers
 - c. Relationship buyers
 - d. Bargain hunters

3. Identify the correct sequence of following steps of the marketing research process
 - i. Defining the problem and research objective.
 - ii. Developing the research plan.
 - iii. Presenting the finding to management.
 - iv. Collecting the information. v. Analyzing the information.
 - a. i, ii, iii, iv and v
 - b. i, ii, iv, v and iii
 - c. ii, iv, iii, i and iv
 - d. i, iii, iv, ii and v

4. Training sales executives is an essential part of direct marketing. Another increasing trend in direct marketing is the growing number of DSA. They are entrepreneurs who set themselves up with minimum or no investment. DSA stands for
- Direct Selling Associates
 - Direct Selling Association
 - Direct Selling Authorities
 - Direct Sales Association
5. Geo-clustering comes under _____.
- Geographic segmentation
 - Multi-attribute segmentation
 - Both a and b
 - Neither a nor b
6. Up to a point and other things being equal, if you produce more, the unit cost of production will see the following trend
- Upward
 - S shape
 - No discernable trend
 - Downward
7. Nivea has expanded its scope from a skin-cream brand to a skin-care and personal-care brand. What does this extension refer to?
- Brand enhancement
 - Brand reinforcement
 - Brand expansion
 - Brand equity

8. Which of the following holds true when a gift item selling company is making a cold call?
- a. The prospect has agreed to close the deal.
 - b. They know the prospect.
 - c. They have approached the prospect.
 - d. Finding a prospect.
9. A safe locker seller asks a prospect during the sales interview, "Do you want to order fire resistant locker or a digital safe locker?" Which step of the selling process is being executed by him?
- a. Approach
 - b. Presentation
 - c. Handling objection
 - d. Close