

# Mgt211 For final term Mcqs(Lecture wise)

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### Mgt211 Lec 23 starting

1-..... is the transfer of ownership

- a) Marketing
- b) Selling**
- c) MARKETING PLAN

2-.....is a total system and selling is one of its parts

- a)Business
- b)Product
- c) Marketing**

3-There are.....types of products

- a)Four
- b)Three
- c)Two**

4-.....are consumed after certain uses. E.g. Tea, soap, toothpaste, shaving cream, cooking oil

- a)Industrial product
- b)Consumer Product**

c) Marketing

5-Raw material, machinery, chemicals, computer hardware and software are example of

**a)Industrial product**

b)Consumer Product

c) Marketing

6-There are .....specific types of competition:

a)Four

**b)Three**

c)Two

7-Products that are dissimilar from those of competitors, but can fulfill the same need (e.g. Television and computer games are very different from one another, but both fulfill the need for entertainment).

**a) Substitute product competition**

b) . Brand competition

c) . International competition

8-..... Occurs between similar products (e.g. Zest bar soap and Irish Spring bar soap).

a) Substitute product competition

**b) . Brand competition**

c) . International competition

9-A person who plans, executes and responsible for all marketing activities

- a) Officer
- b) Employers
- c) Marketing Manage**

10-A written document which describes the overall marketing activities for a particular time period.

- a) Marketing mix
- b) Marketing Plan**
- c) Market segmentation

11-Developing a long term relationship with the customers, by making phone calls to the customers, sending gifts to customers etc.

- a) Marketing mix
- b) Market segmentation
- c) Relationship Marketing**

12-Transaction with the customer, it is a business strategy that focuses on....., "point of sale" transactions

- a) Single**
- b) Double
- c) Triple

13-FACTORS INFLUENCING THE MARKETING SYSTEM

- a) External Marketing Environmental Factors

- b) Internal Marketing Environmental Factors
- c) Both a and b

14-..... starts before decision about production

- a) Marketing
- b) Selling
- c) MARKETING PLAN

15-Selling is a .....

- a) Long term process
- b) Longest term process
- c) Short term process

**Mgt211 lec 24 Starting**

16-A firm's ..... (often called the four Ps) consists of product, place (or distribution), price, and promotion.

- a) Marketing mix
- b) Marketing Targeting
- c) Market Trend

17-The good, service, or idea that is marketed to fill consumer wants and needs is called

- a) Pricing
- b) Place
- c) Product

18-.....is a source of competitive advantage

a)Combination

**b) Differentiation**

c) Market Trend

19-Lower prices generally lead to....., while higher prices generally lead to .....per unit.

a)Low sales, High profits

**b) High sales, High profits**

c) Low sales, Low profits

20-Prices must support a .....

a)Similar costs

b) Equal costs

**c) Variety of costs**

21-..... is clearly the most visible element of the marketing mix

**a)Promotion**

b) Pricing

c) Differentiation

22-A .....contains all the customers or businesses that might be interested in a product and can pay for it.

**a)Market**

b)Company

c) Organization

23-Companies subdivide the market into....., homogeneous groups of customers within a market that are significantly different from one another.

a) Marketing mix

b) Organization

**c) Market segments**

24-The goal of the market segmentation process is to group customers with .....characteristics, behavior and needs

a)Different

**b) Similar**

c)Unique

25-.....factors marketers frequently use to identify market segment

**a)Four**

b) Three

c) Two

26-.....segmentation divides markets in certain areas such as regions, cities, counties, or neighborhoods to customize and sell products that meet the needs of specific markets

a) . Demographics

b) . Psychographics

**c) Geographic**

27-Demographics use .....to subdivide the population according to characteristics

such as age, gender, income, race, occupation, and ethnic group

a) Theoretical analysis

**b) Statistical analysis**

c) Special analysis'

28-..... is the analysis of people by psychological makeup, including activities, interests, opinions, and lifestyles (e.g. Fashion-conscious, thrill-seeking)

a) . Demographics

**b) Psychographics**

c) Geographic

**Mgt 211 lec 27 starting**

29-.....is anything that can be offered for sale by an organization and in return it can earn profits for the firm.

a) Substance

b) Production

**c) Product**

30-. Every product has a set of .....features.

a) Similar

**b) Identified**

c) Different

31-General forms of products can be

- a) Tangible
- b) Tangible, Intangible**
- c) Intangible

32-All the products that can touch physically or smelled or felt with fingertips are called .....

- a) Intangible
- b) Industrial
- c) Tangible**

33-Example of if you observe a bill board of any juice product, product presented in the bill board is untouchable as you can't feel it with your finger or smell it but original product will be tangible as you can taste it, feel it or smell it.

- a) Intangible**
- b) Tangible
- c) Consumer Product

34-Products are classified as under:

- a) Intangible, Tangible
- b) Consumer Product, Industrial products**
- c) , Tangible, Consumer Product

35-Products that are used to prepare other products are called as .....

- a) Industrial products**
- b) Consumer Product

c) Tangible

### 36-CATEGORIES OF CONSUMER GOODS

a) Tangible Goods, Intangible Goods

**b) Convenience goods, Shopping Goods, Specialty goods**

c) Consumer Product, Industrial products

### 37-Goods available at near places from the customers.....

a) Specialty goods

b) Shopping Goods

**c) Convenience goods**

### 38-CATEGORIES OF INDUSTRIAL GOODS

a) Convenience goods, Shopping Goods

**b) Capital Items, Expense Items**

c) Shopping Goods, Convenience goods

### 39-The sum of all products offered by a company for sale.

a) PRODUCT LINE

**b) PRODUCT MIX**

c)Product Market

### 40-.....width wise expansion of the products of any companies.

a) PRODUCT LINE

b) Product Market

**c) PRODUCT MIX**

41-.....is the examples of product mix.

**a) Production of cars, trucks motorcycle etc. & other vehicles produced by the same company**

b) Production of cars,

c) Production of Foods and agriculture products

42-A set of related products manufactured by a single organization is called .....

a) ) PRODUCT MIX

b) Product Market

**c) PRODUCT LINE**

43-Depth wise expansion of any company is called .....

**a) PRODUCT LINE**

b) PRODUCT MIX

c) Product Market

44-Is an example of product line of the company.

a) Production of cars, trucks motorcycle etc. & other vehicles produced by the same company

**b) a company is producing TV sets, like black & white, medium sized, large size & small size TV**

c) Production of Foods and agriculture products

45-Prototype Means

- a) Internal shape of product
- b) Present Shape of product
- c) Physical shape of the product**

46-Product Testing are of two types

- a) Laboratory Test, Underground Test
- b) Laboratory Test. Market Test or Test Marketing.**
- c) Basic Test, Physical Test

47-Product is sold on commercial basis is called Commercialization. This concept is also called

- a) Market Trend
- b) Consumer Marketing
- c) Mass marketing**

**Mgt 211 lec 28 Starting**

48-The product is the core concern of any.....

- a) Organization
- b) Industry
- c) Firm**

49-All the efforts from raw material to finished form are related to the.....

- a) Consumer
- b) Purchasing

**c) Product**

50-Normally products have following .....stages:

- a) five
- b) Four**
- c) Three

51-Almost no competitions in.....

- a) Introduction stage**
- b) Decline Stage
- c) Maturity Stage

52-At .....stage product appears as "Question Mark" which shows product may be successful in the market & may not be.

- a) Decline Stage
- b) Maturity Stage
- c) Introduction stage**

53-At .....stage, product is called as "Star" as it generates good profits for the firm

- a) Decline Stage
- b) Growth Stage**
- c) Introduction stage

54-In.....product gets "share of Mind" among the targeted markets

- a)Maturity Stage**

- b) Growth Stage
- c) Introduction stage

55-At .....stage, product called as "Cash Cow

**a)Maturity Stage**

- b) Growth Stage
- c) Introduction stage

56-In.....profit margins may be less than growth stage but product gain relatively more market share

- a) Growth Stage
- b) Introduction stage
- c) Maturity Stage**

57-The last stage of any product is

- a) Decline Stage**
- b) Growth Stage
- c) Introduction stage

58-At .....stage, product will disappear from the market.

- a)Maturity Stage
- b) Decline Stage**
- c) Introduction stage

59-At ..... stage product called as "Dog

- a) Introduction stage
- b) Growth Stage
- c) Decline Stage**

60-At .....stage, customers of the product are venturesome (Who like to try new ideas).

- a) Introduction stage**
- b) Growth Stage
- c) ) Decline Stage

61-Per unit profit might reduce at .....stage.

- a)Maturity Stage**
- b) Decline Stage
- c) Introduction stage

62-Marketers should sell the products to selective customers

- a)Maturity Stage
- b) Decline Stage**
- c) Introduction stage

63-Highest level of sales in the market

- a)Maturity Stage**
- b) Decline Stage

c) Introduction stage

64-.....is a symbol, a sign, a type of writing, a color, a design or a combination of all these things to identify goods or services of one seller or group of sellers to differentiate them from those of competitors.

a) Packaging

b) Labeling

**c) Brand**

65-If a same brand is sold throughout the country then its called as .....

a) Private Brands

b) License Brands

**c) National Brands**

66-Manufacturers use the brand of some retailer while manufacturing the product

**a) Private Brands**

b) License Brands

c) National Brands

67-TYPES OF BRAND NAMES

a) Four

**b) Three**

c) Six

68-Dress of the product and Designing and making of the wrapper of the product.

**a) Packaging**

- b) Labeling
- c) Brand

69-Part of package containing name, contents and name of manufacturer of the product is called

- a) Packaging
- b) Label**
- c) Brand

Mgt 211 lec 29 Starting

70-.....is the value which a seller receives in exchange of a good or a service

- a)Product
- b) Cost
- c) Price**

71-It is a process of determining what a company will receive in exchange for its products

- a) Price**
- b) Cost
- c)Searching

## 72-Objectives of Pricing

- a) Maintain of profit, Decreasing market share, Psychological advantage, Get rid of stock.
- b) Maximization of profit, Increasing market share, Psychological advantage, Get rid of stock.**
- c) Decreasing market share, Psychological advantage, Get rid of stock, Maximization of profit

73-In .....cost of product is considered and amount of profit is added to it.

- a) Breakeven Analysis
- b) Price Skimming
- c) Cost based pricing**

74-.....tells us that at what point the organization will be at no profit no loss point.

- a) Breakeven Analysis**
- b) Price Skimming
- c) Cost based pricing

75-In order to calculate breakeven point, we need to consider

- a) Fixed cost

b) Variable cost

c) Fixed cost, Variable cost

76-.....will remain fixed regardless of number of units produced.

a) Variable cost

b) Fixed cost

c) Total cost

77-.....varies with the number of units produced.

a) Total cost

b) Fixed cost

c) Variable cost

78-Total Cost =

a) Fixed cost  $\times$  Variable cost

b) Fixed cost  $\div$  Variable cost

c) Fixed cost + Variable cost

79-Concept of .....is used in cost based pricing

a) Fixed cost

b) Breakeven analysis

c) Variable cost

80-It is a strategy through which a product is introduced in the market with higher price than the market expectations.

**a) Price Skimming**

b) Penetrating Pricing

c) Dynamic Price

81-If there is any mistake in calculation of cost, .....will absorb that mistake due to initial higher price.

**a) Price skimming**

b) Dynamic Price

c) Penetrating Pricing

82-Advantages of Penetrating Pricing

**a) Larger market share can be captured through this pricing strategy**

b) If there is any mistake in calculation of cost, will absorb that mistake due to initial higher price.

c) Dynamic Price

83-.....is the initial lower price than the market expectations

a) Price Skimming

**b) Penetrating Price**

c) Dynamic Price

84-In the fixed pricing method, we do not consider:

- a) Type of customer
- b) Type of community
- c) Location of the sale point
- d) All**

85-In dynamic pricing, price will vary from

- a) Customer to customer
- b) Market to market
- c) Both a and b**

86-Getting products from producer to consumer is the next element of the marketing mix, known as

- a) Distribution channel, or marketing channel.
- b) Distribution, or place**
- c) Wholesaler

87-An organized network of firms used to move goods and services from producers to customers is called a

- b) Distribution, or place
- c) Wholesaler
- c) Distribution channel, or marketing channel**

88-For most of your purchases, you rely on....., also known as middlemen, who channel goods and services from producer to end-users.

a) Distribution channel, or marketing channel

**b) Market intermediaries**

c) Wholesaler

89-.....those who sells products to other businesses for resale to final consumers.

a) Retailer-intermediary

b)Product intermediary

**c) Wholesaler-intermediare**

90-Channels for .....are usually the most complex, although they can be categorized

a) Industrial goods

**b) Consumer goods**

c) Private

91-food brokers, travel agents, realtors are examples

a) Channel 1: Direct Distribution of Consumer Products

**b) Channel 4: Distribution through Sales Agents or Broker**

c) Channel 2: Retail Distribution of Consumer Products

92-Avon, Fuller Brush, Tupperware are examples of

**a) Channel 1: Direct Distribution of Consumer Products**

b) Channel 4: Distribution through Sales Agents or Broker

c) Channel 2: Retail Distribution of Consumer Products

93-Non-direct distribution becomes .....priced for end users because each distribution link charges a markup or commission

- a) Lower
- b) Higher**
- c) Lowest

94-Intermediaries can save consumers both time and money by providing .....

- a) Negative value
- b) Normal value
- c) Added value**

95-Channel 5 differs from the other channels in .....

- a) Two ways**
- b) Three ways
- c) Four ways

96-.....network of channel members involved in the flow of manufactured goods to industrial customers

- a) Industrial Distribution**
- b) Consumer Distribution
- c) Private

97-Dell Computers are example of

- a) Channel 1: Direct Distribution of Consumer Products**

- b) Channel 4: Distribution through Sales Agents or Broker
- c) Channel 6: Direct Distribution of Business Products**

98-Staples, Office Depot, Office Max are examples of

- a) Channel 8: Wholesale Distribution to Business Retailers,**
- b) Channel 4: Distribution through Sales Agents or Broker
- c) Channel 6: Direct Distribution of Business Products

Mgt 211 lec 30 Starting

99-.....never actually own the merchandise they sell.

- a) Agents
- b) Broker
- c) Agents and broker**

100-Independent intermediary who usually represents many manufacturers and sells to wholesalers or retailers.

- a) Merchant wholesaler
- b) Agents and broker**
- c) Rack jobbers

101-.....sell primarily to retailers, other wholesalers, and industrial or institutional users.

- a)Retailer
- b) Industrial
- c) Wholesalers**

102—-independent wholesaler who takes legal possession of goods produced by a variety of manufacturers and then resells them to other businesses.

- a) Merchant wholesaler**
- b) Agents and broker
- c) Rack jobbers

103-The merchant wholesaling industry employs .....in the United States.

- a)6 billion
- b) 6 million**
- C)5 million

104-Approximately .....of all merchant wholesalers are full-service merchant wholesalers.

- a)90 percent

- b) 70 percent
- c) 80 percent**

105—limited-function merchant wholesaler who receives customer orders, negotiates with producers, takes title to goods, and arranges for shipment to customer

- a) Rack jobbers
- b) Agents and broker
- c) Drop Shipper**

106—limited-function merchant wholesaler who sets up displays in retail outlets, stock inventory, and mark prices on merchandise displayed in a certain area of a store.

- a) Rack jobbers**
- b) Agents and broker
- c) Drop Shipper

107-.....is a company's overall plan for moving products to buyers a

- a) Exclusive distribution
- b) A distribution strategy**
- c) Intensive distribution

108-Normally used for low-cost consumer goods with widespread appeal such as candy

and magazines.

- a) Exclusive distribution
- b) Selective distribution
- c) Intensive distribution**

109-such as Jaguar automobiles and Rolex watches are examples of

- a) Exclusive distribution**
- b) Selective distribution
- c) Intensive distribution

110-. fashions and appliances examples are

- a) Exclusive distribution
- b) Selective distribution**
- c) Intensive distribution

111-.....can occur when one channel member places its own success above the success of the entire channel, or when the members of a distribution channel disagree over the roles they should play or the rewards they should receive.

- a) Channel Leadership
- b) Channel conflict**
- c) RETAILING

112-.....can occur when a channel member who is most powerful in determining

the roles and rewards of other members. That member is called the Channel Captain

**a) Channel Leadership**

b) Channel conflict

c) RETAILING

113-.....may come from the desirability of a producer's product, or from the large sales volume generated by a wholesaler or retailer

**a) Power**

b) Channel conflict

c) RETAILING

114-.....sell to individuals who buy products for ultimate consumption and are a visible element in the distribution chain

a) Power

b) Channel conflict

**c) Retailer**

115-.....represent the end of the distribution channel, making the sale of goods or services to final consumers.

**a) Retailer**

b) Channel conflict

c) ) Power

116-..... save consumers time and money

a) Wholesaler

**b) Retailers**

c) Producer

117--retailer featuring broad product lines

a) Bargain Retailer

**b) Product Line Retailer**

c) Both and b

118-.....encompasses all activities required to move finished products from a producer to the consumer. It is a complex strategic activity with many trade-offs that affect the organization and profits.

a) Exclusive distribution

b) Selective distribution

**c) Physical distribution**

119-.....are most frequently used and offer door-to-door delivery and use of public highways,

a) Air transport

**b) Trucks**

c) Boats

120-.....is the fastest means of moving goods, but it doesn't go everywhere,

a) **Air transport**

b) Trucks

c) Boats

121-.....are the cheapest form of transport, especially for bulk items

a) Air transport

b) **Boats**

c) Railroads

122-.....begins when the sale is made. It ends with getting the product

a) Containerization

b) Selective distribution

c) **Order fulfillment**

**Mgt211 lec 31 Starting**

123-The ultimate goal of a promotion is to .....

a) **Increase Profit**

**b) Increase sales**

c) Decrease sales

124-Promotion experts recognize that not all .....are sales objectives

a) Sales

b) Profit

**c) Objective**

125-Some communications objectives use .....to make an audience aware of a new product or change a company's negative image.

**a) Indirect approach**

b) Direct approach

c) Straight approach

126-In addition to increasing sales, promotion can have .....other objectives

a) Three

**b) Four**

c) Five

127-A .....is a promotional approach designed to motivate wholesalers and retailers to push a producer's products to end users.

a) Pull strategy

**b) Push strategy**

c) Direct strategy

128-A .....is a promotional approach that stimulates consumer demand, which then exerts pressure on wholesalers and retailers to carry a product.

a) Pull strategy

b) Push strategy

c) Direct strategy

129-Marketers use .....types of promotional tools

a)Four

b) Six

c)Three

130-The average U.S. resident is exposed to roughly .....every day through a variety of media—including floor ads.

a)120 ads

b) 340 ads

c) 250 ads

131-All forms of advertising have ..... objectives

a)Four

b) Six

c) Three

132-The best form of promotion for reaching mass audiences quickly at a .....

- a) High per-person cost
- b) Low per-person cost**
- c) Medium per-person cost

133-.....—advertising strategy that tries to influence consumers to buy one company's products instead of those of its rivals.

- a) . Comparative Advertising
- b) Reminder Advertising
- c) Persuasive Advertising**

134-.....—advertising strategy that directly compares two or more products.

- a) . Comparative Advertising**
- b) Reminder Advertising
- c) Persuasive Advertising

135-.....—advertising strategy that tries to keep a product's name in the consumer's mind

- a) . Comparative Advertising
- b) Reminder Advertising**
- c) Persuasive Advertising

136.....—the most widely used medium, accounting for about 20 percent of all advertising expenditures.

a) Direct Mail

b) Radio

**c) Newspapers**

137-.....about 18 percent of all ad spending. It has the largest advance costs of any technique but the highest cost-effectiveness

**a) Direct Mail**

b) Radio

c) Newspapers

138-.....8 percent of all advertising outlays. Their ads are quite inexpensive but easy for consumers to ignore

a) Direct Mail

**b) Radio**

c) Newspapers

139-.....roughly 5 percent of all advertising. Huge variety of this makes for a high level of ready market segmentation.

a) Direct Mail

**b) Magazines**

c) Newspapers

140-.....about 1 percent of all advertising. Billboards, signs, ads on buses, taxis, stadiums, etc

a) Direct Mail

b) Magazines

c) **Outdoor Advertising**

141-.....—Still in its infancy but offers high potential, particularly for targeted advertising.

a) **Internet**

b) Magazines

c) Outdoor Advertising

142-A combination of advertising media chosen to advertise a company's products,

a) Product Mix

b) **Media Mix**

c) Product Line

143-An independent company that provides some or all of a client firm's advertising needs

a) Product Mix

b) Media Mix

c) **ADVERTISING AGENCY**

144-.....arrangement of ads in selected media to reach targeted audiences

a) **Advertising Campaign**

b) Media Mix

c) **ADVERTISING AGENCY**

## Mgt211 lec 32 Starting

145-"A promotional tool in which a salesperson communicates one-on-one with potential customers"

- a) Promotional Mix
- b) Product Mix
- c) **PERSONAL SELLING**

146-It is the most expensive form of promotion per contact

- a) Retail Selling
- b) **Personal Selling**
- c) Industrial Selling

147-Most companies spend twice as much on .....as on all other marketing activities combined

- b) Retail Selling
- c) Industrial Selling
- c) **Personal selling**

148-Personal selling situation in which products are sold for buyers' personal or household use.

- a) **Retail Selling**
- b) Personal Selling
- c) Industrial Selling

149-Personal selling situation in which products are sold to businesses, either for manufacturing other products or for resale.

- a) Retail Selling
- b) Pharmaceutical products
- c) Industrial Selling**

150-sales persons communicate with doctors & products are presented to the doctors & in return doctors recommend these products to the patients as most of the specialized medicines are not allowed to be advertised directly.

- a) Retail Selling
- b) Pharmaceutical products**
- c) Industrial Selling

151-Radio for .....

- a) Agricultural products**
- b) Consumer products
- c) print media

152-TV for .....

- a) Agricultural products
- b) Consumer products**
- c) print media

153-If company's introduction & contents required then can be .....as good selection

- a) Agricultural products
- b) Consumer products

**c) Print media**

154-It is always done in response to all advertising campaigns in order to know the overall impact of the advising activities.

a) Print media

**b) Advertising Researchers**

c) Pharmaceutical products

Mgt211 lec 33 Starting

155-Personal selling task in which salespeople receive orders and see to their handling and delivery

a) Booking of orders

**b) Processing of orders**

c) Creative Selling

156-Personal selling task, in which salespeople try to persuade buyers to purchase products by providing information about their benefits

a) Booking of orders

b) Processing of orders

**c) Creative Selling**

157-To sell products by helping the buyer. Salesman provides voluntary service to the buyer and tries to put the order.

a) Booking of orders

b) Processing of orders

**c) Missionary Selling**

158-Tasks of Sales Manager has to define the sales objectives to

a) To increase the sales

**b) Both a and c**

c) To control the sales

159-Sales Manager defines the route plan of sales persons in ..... stage

a) Organization of team

**b) Territory Management**

c) Creative Selling

160-.....is the process of identifying potential customers;.

a) Qualifying

b) Creative Selling

**c)Prospecting**

161-.....identifies those who have the authority to buy and the ability to pay.

**a) Qualifying**

b) Creative Selling

c)Prospecting

162-.....To ask a satisfied customer, about more customers to sell the product

- a) Cold Conversing Technique
- b) Selling Technique
- c) Snowball Technique**

163-Knocking every body's door

- a) Cold Conversing Technique**
- b) Selling Technique
- c) Snowball Technique

164-.....might have all the necessary things before starting the presentation like brochures, calculators, pen and charts etc

- a) Manager
- b) Worker
- c) Salesperson**

165-The salesperson can handle the barriers .....

- a) By requesting to the security guard or receptionist
- b) By using the name of the organization
- c) By giving small gifts from the company in order to go in
- d) All**

### **Mgt 211 lec 34 Starting**

166-short-term promotional activity designed to stimulate consumer buying or cooperation from distributors and sales agents.

a) Promotion Mix

**b) Sales Promotion**

c) Interest Stage

167-In .....stage sales person will try to create desire in the customer to buy the product

a) Interest Stage

b) Closing stage

**c) Objection Stage**

168-If the buyer starts to take the interest in asking the questions about the product, it means salesperson has .....him in buying.

a) Restricted

b) Destroy

**c) Convinced**

169-In .....stage the order is booked and agreement is signed by the seller and buyer

a) Interest Stage

**b) Closing stage**

c) Objection Stage

170-In .....stage the order is fulfilled and goods are being distributed according to the agreement.

**a) Follow up stage**

b) Closing stage

c) Objection Stage

171-AIDA abbreviation is.....

- a) Acquired Immune Deficiency and Astral
- b) Acquired, Immune, Deficiency and Accepta
- c) Attention, Interest, Desire and Act**

172-It refers to the doubtful behavior of the customer because of deception from any seller in the past.

- a) Business Customer
- b) Skeptic Customers**
- c) Currpot Customer

173-.....to receive quicker response and avoid long distances. Extensively used method all over the world now, including Pakistan as well.

- a) Business Marketing
- b) Targeted Marketing
- c) Tele Marketing**

174-.....exhibits to distributing free samples and publishing promotional booklets.

- a) Business Marketing
- b) Targeted Marketing
- c) Tradeshow**

175-Point-of-purchase also called .....

**a) Point-of-Sales**

b) Point-of-Business

c) Point-of-Profit

176-Pop and Pos are abbreviation

a) Point-of-purchase , Point-of-customer

**b) Point-of-purchase, Point-of-sales**

c) Point-of-Profit, Point-of-sales

177-Point of purchase (POP) or Point of sales (POS) displays is devices used to show a product in a way that stimulates.....

a)Late Sales

b) Good Sales

**c) Immediate sales**

178-It is an unpaid form of promotion through mass media like TV and newspaper.

**a)Publicity**

b)Promotion

c) press release

179-.....is free but you have little or no control of the content and delivery

a)Promotion

b) Press release

**c) Publicity**

180-Companies seek .....publicity to create interest in their products

a)Great

b)Low

**c) Favorable**

181-.....refer to the process of communicating with reporters and editors from newspapers, magazines, and radio and television networks and stations

a)Press Release

b) Press conference

**c) Press relations**

182-.....are brief statements or video programs released to the press announcing new products, management changes, sales performance, and other potential news items; also called a press release

a)Press Down

b) Press conference

**c) New release**

183-.....are gatherings of media representatives at which companies announce new information; also called a press briefing.

**a) News conferences**

b) Press conference

c) New release

### MGt 211 lec 35 Starting

184-.....is the measure of the effective use of the organization's resources

a) News conferences

b) Press conference

c) **Productivity**

185-Ability of a product to satisfy a need

a) Press conference

b) Productivity

c) **UTILITY**

186-if a product is made in one city and it is transported to other city for sale and then use, then it is said that its utility has been .....

a)Constant

b)Decreased

c)**Increased**

187-Utility of the product is increases due to its .....

a) **Mobility**

- b) Productivity
- c) Press conference

188-.....Changing the form of the product and then converting it into some useful product.

- a) Mobility
- b) Productivity
- c) Form Utility**

189-It includes departments like management, purchasing, finance, human resource and others which support to run the factory.

- a) Productive facilities
- b) Support facilities**
- c) Nonproductive facilities

190-.....Getting a product when required

- a) Time Utility**
- b) Productivity
- c) Form Utility

**Mgt211 lec 37 Starting**

191-The advice of U.S. business consultant W. Edwards Deming on quality was heeded more widely in .....than at home until recently.

- a)Europe
- b)Japan**
- c) America

192- TQM stand for

- a) Total Quality Management**
- b)Total Quantity Management
- c)Total Questions Management

193-The sum of all activities involved in getting high-quality products into the marketplace.

- a) Productivity
- b) Marketing
- c) Total Quality Management**

194-.....is the measure of the effective use of the organization's resources.

- a)Mixing
- b) Productivity**
- c) Quality

195-To achieve high quality, .....must plan for production processes (including equipment, methods, worker skills, and materials).

- a)HR Manager
- b)Worker
- c) Manager**

196-The performance features offered by a product

a)Quality Reliability

**b) Performance Quality**

c)Quality

197-consistency of a product's quality from unit to unit.

**a)Quality Reliability**

b) Performance Quality

c)Quality

198-Directing for.....means that managers must motivate employees throughout the company to achieve quality goals

a)Quality Reliability

b) Performance Quality

**c)Quality**

199-Quality Control System

**a)Input,Processing,Output,Quality control**

b)Quality input,Quality Processing,Quality output

c) Input,Product, Output,Quality control

200-Quality Assurance System

a)Input,Processing,Output,Quality control

**b)Quality input,Quality Processing,Quality output**

c) Input,Product, Output,Quality control

201-.....is an important strategy, in its simplest form, is any method or device or tactics used to minimize defects in products or services being offered to the customers

a)Productivity

b)Quality

**c) Inspection**

202-The prime purpose of .....is to assure that processes are performing in an acceptable manner.

**a) Quality control**

b) Quality Assurance

c) Inspection

203-.....defines the standards to be followed in order to meet the customer requirements whereas quality control ensures that these defined standards are followed at every step

a) Quality control

**b) Quality Assurance**

c) Inspection

204-Globally organizations are adopting the concept of .....and avoid the process of inspection and quality control

a) Quality control

**b) Quality Assurance**

c) Productivity

205-The least progressive rely heavily on .....

a) Quality control

b) Quality Assurance

**c) Inspection**

206-Prior to the .....level of Japanese competition in the U.S. marketplace in 1970s and 1980s customers often got less than they paid for with U.S-made products

**a) Increased**

b) Decreased

c) Constant

207-.....was the senior guru. A statistics professor at New York University in the 1940s,

a)Newton

b)Phillips

**c) Deming**

208-Deming went to Japan after .....to assist the Japanese in improving quality and productivity.

a)World war I

**b) World War II**

c) World War III

209-Deming compiled a famous list of .....he believed were the prescription needed to achieve quality in an organization.

- a) 10 points
- b) 15 points
- c) 14 points**

210-Organizations should adopt the philosophy of .....rather than .....

- a) Quantity, Quality
- b) Quality, Quantity**
- c) Quality, Productivity

211-Training is the key to achieve .....

- a) Productivity
- b) Marketing
- c) Total Quality Management**

212-.....are those who focus on quality rather than quantity

- a) Common people
- b) Specific People
- c) Quality people**

**Mgt211 lec 38 Starting**

213-.....: Cost paid in the market for not having quality products

- a) Prevention Cost
- b) Appraisal costs
- c) Cost of quality**

214-.....: Cost incurred for managing the problems faced in selling the products in the market

- a) Internal Failure Costs
- b) External Failure Costs**
- c) Prevention Cost

215-.....are paid within the organization.

- a) Internal Failure Costs**
- b) External Failure Costs
- c) Prevention Cost

216-.....Product recalls

- a) Internal Failure Costs include
- b) External Failure Costs Include**
- c) Prevention Cost

217-.....Investigation of defects

- a) External Failure Costs Include**
- b) Prevention Cost
- c) Internal Failure Costs include

218-.....Cost of scrap

- a) External Failure Costs Include
- b) Prevention Cost
- c) Internal Failure Costs include**

219-.....Laboratory Testing

- a) Appraisal costs include**
- b) Prevention Cost
- c) Internal Failure Costs include

220-Appraisal costs include costs of

- a)Product recalls
- b) Inspection**
- c) Cost for downgrading

221-.....is a certification which shows that organization is following some system and that system might lead to some quality product.

- a)ISA
- b)ISO**
- c) AIDA

222-..... It is a standardized system which provides a set of systems to the organization

- a) AIDA
- b) ISO 1400**

**b)ISO 2000: 9000 Certification programs**

223-It is a system that certifies the organization for protecting the environment is called .....

a) ISO 1400

**b) ISO 14000**

b)ISO 2000: 9000 Certification programs

224-All activities performed are working in a chain to produce a valued product

a) ISO 14000

**b)Value Chain Management**

c) AIDA

### **Mgt211 lec 39 Starting**

225-Process by which a company implements the best practices from its own past performance and those of other companies to improve its own products

a) Zero Defect Level

**b) BENCHMARKING**

c) Productivity

226-.....Uses the firm's own performance to evaluate progress and set goals;

**a)Internal benchmarking**

b) External benchmarking

c) Zero Defect Level

227-.....begins with a critical review of competitors or even companies in other businesses to determine which have "best practices."

a) Internal benchmarking

**b) External benchmarking**

c) Zero Defect Level

228-A stage where there is no defect in the product, process and organization is called

a) Internal benchmarking

b) External benchmarking

**c) Zero Defect Level**

229-To maintain .....record. Record should be properly maintained in soft data as well as hard copy. There should be back up of that data at various places.

a) Business

**b) Financial**

c) Consumer

230-KEY VARIABLES IN A PROCESS of Product

a) Shape of product, Color of product

b) Size of product, Weight of product

**c) All**

231-Choose the .....from different organizations.

a) Same variables

b) Equal variables

**c) Different variables**

232-Organization should go for benchmarking when there is .....in the market.

a)Less competition

**b) More competition**

c) Good competition

233-.....can be done for two entirely different products or organizations

a)Appraisal costs

b)Inspection

**c) Benchmarking**

234-.....can be used for personality development.

a)Gap

**b) Benchmarking**

c) Organization

235-Never benchmarking to those organizations that are .....in any process

**a)Not Good**

b) Good

c) High

# BEST of Luck

Hizb E Ali Khan

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