Quiz # 02

PRINCIPLES OF MARKETING
Spring Session 2009

Instructions:

Please read the following instructions carefully before attempting the quiz.

- This quiz consists of 20 multiple choice question (MCQs) carrying 1 mark each.
- **Due date** for quiz submission is **April 10, 2009**
- Read the question statement carefully and select one most appropriate answer for each MCQ. Selection of double options will be marked ZERO.
- All instructions will be considered while marking. So, be careful while attempting the quiz.
- You must attempt the quiz in the following tabular format:

<table>
<thead>
<tr>
<th>Q No.</th>
<th>Selected option</th>
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<tbody>
<tr>
<td>1</td>
<td>a</td>
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<tr>
<td>2</td>
<td>b</td>
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<td>3</td>
<td>c</td>
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</tbody>
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- Make sure that you upload the solution in **WORD Format** only and according to above mentioned “Tabular Format”; otherwise the quiz will be marked as zero ‘0’.
- Make sure that you upload your solution file on VULMS before the due date/time. No solution will be accepted through e-mail after the due date.
- If you have any problem with your VULMS or uploading, then you can send your quiz through e-mail within the time limit at **mgt301@vu.edu.pk**
- Cheating or copying of solution is strictly prohibited; no credit will be given to copied solution.
- No quiz will be accepted through your personal e-mail accounts (e.g. Yahoo, hotmail, gmail)
- Once you uploaded the quiz on VULMS, it will not be replaced in any case after due date.
1. Management Information System consists of people, equipment, and procedures to gather, sort, ________, evaluate, and distribute information to marketing decision makers.
   a. Test
   b. Arrange
   c. Analyze
   d. Control
2. The systematic collection and analysis of publicly available information about competitors and developments in the marketing environment is very useful. It is known as:
   a. Marketing data
   b. Marketing intelligence
   c. Web Master
   d. Secondary data
3. Which of the following steps in the marketing research process has been left out: defining the problems and research objectives, implementing the research plan, and interpreting and reporting the findings?
   a. Developing the research budget
   b. Choosing the research agency
   c. Choosing the research method
   d. Developing the research plan
4. Harvard University is using the systematic design, collection, analysis, and reporting of data relevant to marketing its programs to minority students. What do we call this?
   a. Promotion
   b. Self-study
   c. Marketing research
   d. Cost-benefit analysis
5. Which one of the following schemes is TRUE regarding marketing research?
   a. Gathering data, analysis, interpretation
   b. Analysis, gathering data, interpretation
   c. Interpretation, gathering data, analysis
   d. Interpretation, reporting, analysis
6. The objective of which of the following research is to gather preliminary information that will help define the problem and suggest hypotheses?
   a. Descriptive
   b. Exploratory
   c. Causal
   d. Corrective
7. Which form of data can usually be obtained more quickly and at a lower cost?
   a. Primary
   b. Census
   c. Secondary
   d. Tertiary
8. Which one of the following is **NOT** one of the stages that customers go through in the process of adopting a new product?
   a. Awareness
   b. Interest
   c. Evaluation
   d. Culture

9. Which one of the following statements **BEST** characterizes marketing research?
   a. Research is a continuous process, providing a constant flow of information
   b. Research is conducted on a special-project basis
   c. Research is performed when routine information is required
   d. Research is the basis for making recurring marketing decisions

10. If ABC Ltd knows that its market share in Pakistan has dropped 13 percent in the first quarter of the year but does not know what might have contributed to this decline; it is in which stage of the marketing research process?
    a. Hypothesis development
    b. Symptom identification
    c. Problem identification
    d. Data interpretation

11. A person on the University Book Shop's survey asks respondents to tell the shop, in their own words, what they like least about textbook shopping. What is a type of this question?
    a. An open-ended
    b. A dichotomous
    c. A multiple choice
    d. A scale

12. Marketing researchers usually draw conclusions about large groups of consumers by studying which of the following small components of the total consumer population?
    a. Group
    b. Sample
    c. Target group
    d. Audience

13. The process by which people select, organize and interpret information to form a meaningful picture of the world. It refers to which one of the following?
    a. Personality
    b. Perception
    c. Selective group
    d. Habitual behavior

14. Which one of the following concepts refers to the “set of actions and activities associated with each position one holds within a family, club and organization”?
    a. Personality
    b. A role
    c. Perception
    d. An attitude
15. Marketing stimuli consist of the four Ps. Which is NOT one of these Ps?
   a. Product
   b. Price
   c. Political
   d. Promotion

16. Groups of people with shared value systems based on common life experiences and situations in a culture represent which one of the following options?
   a. Cognitive dissonances
   b. Subcultures
   c. Motives
   d. Attitudes

17. A change in an individual's behavior prompted by information and experience refers to which one of the following concepts?
   a. Learning
   b. Role selection
   c. Perception
   d. Motivation

18. Person’s pattern of living as expressed in his or her psychographics represents which one of the following concepts?
   a. Personality
   b. Culture
   c. Lifestyle
   d. Motive

19. Maslow has a list of human needs from the most pressing to the least pressing. They include all of the following EXCEPT:
   a. Physiological needs
   b. Safety needs
   c. Need recognition
   d. Self-actualization

20. A transaction in which the organization is making an initial purchase of an item to be used to perform a new job refers to which of the following purchases?
   a. Straight rebuy purchase
   b. Delayed purchase
   c. Modified rebuy purchase
   d. New-task purchase