SAMPLE M/C Questions: For TERM TEST – MARK 460

**MUTIPLE CHOICE – (1 mark each)**

1.*(p. 8)* What question needs to be specifically addressed while developing a business strategy?   
A. What business are we in?  
B. What business should we be in?  
C. What portion of our total resources should we devote to each business to achieve overall goals and objectives?  
**D.** What distinctive competencies can give the business unit a competitive advantage?

2. *(p. 45)*  The following performance measures: market share, brand awareness and brand preference are all measures of which of the following performance criteria.

A. Profitability

B. Contribution to owners

**C.** Competitive strength

D. Growth

3.*(p. 120)* Diffusion of innovation theory allows   
**A.** Marketers to estimate how rapidly an innovation is likely to be adopted by the target market  
B. Consumers to gauge the feasibility of product acceptance within their reference groups  
C. Management to estimate how quickly innovation can seep into an organizational culture  
D. Marketers to manipulate customer attitudes from the time they first hear about the new product until they adopt it

4.*(p. 137-138)* Which of the following statements emphasizes the impact of income in segmenting markets geographically?   
A. Mobile service providers are focusing attention on the 65-plus segment to improve penetration  
B. Toyota has launched an online information service aimed at women as they directly influence eight out of ten vehicle purchases  
**C.** Nokia has launched a subsidiary to create an ultra-exclusive mobile telephone targeting customers buying prestige products  
D. The increase in the number of working women has created needs for specialized goods and services

5.*(p. 155)* Physical positioning helps in all of the following ways except   
**A.** It enables buyers to evaluate industrial goods and services on the basis of what it does rather than on what it is  
B. It contributes to a better marketing/R&D interface by determining key physical product characteristics  
C. It helps define the structure of competition by revealing the degree of competitiveness between various brands  
D. It may indicate the presence of meaningful product gaps and thus reveal opportunities for a new product entry

 6.*(p. 181)* \_\_\_\_\_ is designed to obtain as much margin per unit as possible and also enables the company to recover its new product investments more quickly.   
A. Penetration pricing  
B. Odd-even pricing  
**C.** Skimming  
D. Prestige pricing

 7.*(p. 324)* This is probably the single most important measure of performance.   
**A.** Profitability  
B. Market share  
C. Customer satisfaction  
D. Productivity