

Marketing Strategy

1. The attempt of capturing a large territory by launching several front grand offensive marketing strategies is classified as:
  - A. **Encirclement Attack**
  - B. Flank Attack
  - C. Frontal Attack
  - D. Resource attack
  
2. When all customers have the same preferences, marketing strategy is classified as:
  - A. **Mass marketing**
  - B. Niche marketing
  - C. Individual marketing
  - D. Profitability marketing
  
3. What is the ideal life-cycle of an SBU (Strategic Business Unit) based on the BCG model?
  - A. Introduction-growth- maturity- Decline
  - B. **Question marks-Stars- Cash Cows-Dogs**
  - C. Build- Hold- Harvest- Divest
  - D. Planning- Executing- Holding- Exiting
  
4. SWOT Analysis is a diagnostic tool. What elements are this tool based on ?
  - A. **Sustainability, Will, Objectives, Thoughts**
  - B. Strengths, Weaknesses, Opportunities, Threats
  - C. Sustainability, Weakness, Objectives, Threats
  - D. Strengths, Will, Opportunities, Thoughts
  
5. To be useful, market segments should be
  - A. Original, profitable, accessible, global and growing
  - B. Based on psychographic variables
  - C. **Measurable, substantial, accessible, differentiable and actionable**
  - D. None of the above
  
6. The primary data which is gathered by observing relevant actions and people is called as –
  - A. Experimental research
  - B. Ethnographic research
  - C. **Observational research**
  - D. Survey Research

7. The international markets can be segmented on the basis of factors such as ---
- A. Geographic location
  - B. Cultural factors
  - C. Economic factors
  - D. All of the above**
8. Goals or objectives convert the organization ---- into tangible action.
- a. Vision
  - b. Aim
  - c. Mission**
  - d. Commitment
9. Distinctive competency describes an Organization's ----
- a. Strengths**
  - b. Weakness
  - c. Opportunities
  - d. Threats
10. What is the last step of Strategic marketing management?
- a. Formulating product marketing strategies
  - b. Defining organizations mission and goals
  - c. Developing reformulations and recovery strategies**
  - d. Budgeting marketing and production resource
11. Goals convert the organization's mission into ----
- a. Specific actions
  - b. Tangible actions**
  - c. Direct actions
  - d. Intangible actions
12. Which marketing strategy give emphasis on creating new offerings for existing markets.
- a. Market penetration
  - b. Market development
  - c. Diversification
  - d. Product development**
13. Marketing strategy in which firm sells different segments and offers different product is classified as :
- a. Individual marketing
  - b. Differentiated marketing**
  - c. Mass marketing
  - d. Niche marketing

14. Which of the following defines what business or businesses the firm is in or should be in?
- a. Business strategy
  - b. Corporate strategy**
  - c. Functional strategy
  - d. National strategy
15. Internal analysis enables a firm to determine what the firm ---
- a. Can do**
  - b. Should do
  - c. Will do
  - d. Might do
16. Which individuals are most responsible for the success and failure of an organization?
- a. Strategists**
  - b. Financial planners
  - c. Personnel directors
  - d. Stakeholders
17. A strategy is a company's ----
- a. Value statement
  - b. Pricing policy
  - c. Game plan to outsmart competitor**
  - d. Long term objective
18. Which out of the following best describes specific initiatives, measurable and tactics to reach goals.
- A. Marketing plan**
  - B. Marketing strategy
  - C. Market share growth
  - D. Market expansion
19. US companies believe in shareholder value where as Japanese companies believe in ---
- A. Market share**
  - B. Quality products
  - C. Business expansion
  - D. Diversification

20. To deal with competition companies need to design an --- system.
- A. Information
  - B. Intelligence**
  - C. Integrated
  - D. Communication
21. The beverage giant has had many ups and downs over its 125-year history.
- A. Coca Cola**
  - B. Pepsi
  - C. Limca
  - D. Rasna
22. PepsiCo uses ---- leadership as its primary generic competitive strategy.
- A. Product
  - B. Cost**
  - C. Promotion
  - D. Place
23. Nestle products are marked by its ingenuity and increased ---- approach.
- A. Globalization
  - B. Geocentric
  - C. Ethnocentric
  - D. Localization**
24. Focus on an element to fill the gap and can gain a competitive advantage. This is referred as -----
- A. STP
  - B. TRP
  - C. USP**
  - D. ATL
25. Which of the Following is not a part of the “Liberate trapped value”.
- A. Create efficient markets
  - B. Enable collaboration**
  - C. Ease of access
  - D. Priceline
26. Which one of the following is not a part of “Introduce new to the world value”.
- A. Efficient Systems**
  - B. Build community
  - C. Customize offerings
  - D. Introduce new functionality
27. Which one from the following is not a part of “Unmet or underserved needs”.
- A. Technology
  - B. Competition
  - C. Company
  - D. Priceline**
28. Which one from the following is not part of Strategic control?
- A. Marketing audit
  - B. Marketing excellence review
  - C. Company ethical and social responsibility review
  - D. Financial analysis**

29. Which one from the following is not a part of Forecasting based on past demand?
- A. Time series analysis
  - B. Trend analysis
  - C. Leading indicators
  - D. **Chain ratios**
30. Which of the following is part of the Forecasting through experimentation ?
- A. **Test marketing**
  - B. Market build up method
  - C. Trend analysis
  - D. Time series analysis
31. Opportunity is defined as ----
- A. Decision making dynamics
  - B. Client contact systems
  - C. internal records
  - D. **A good chance for advancement**
32. Which one of the following is not an entry strategy?
- A. Licensing
  - B. Joint Venture
  - C. Partnering
  - D. **Synergising**
33. Which of the following holds true in case of Successful late entrants ?
- A. Product quality
  - B. Customer service
  - C. Large entry scale
  - D. **Focus on peripheral target markets or niches**
34. Which of the following is not a strategy followed by successful pioneers?
- A. Large entry scale
  - B. **Customer service**
  - C. High product quality
  - D. Broad product line
35. Which of the following is not followed by Successful fast followers ?
- A. Large scale entry than the pioneer
  - B. Leapfrogging the pioneer with superior products
  - C. Product quality
  - D. **Focus on peripheral markets or niches**
36. Mergers, acquisitions, collaborations, joint ventures are examples of --- growth.
- A. Organic
  - B. **Inorganic**
  - C. Kaizen based improvements
  - D. All of the above
37. Product development strategies does not include---
- A. Product improvements
  - B. Product line extensions
  - C. New products for the same market
  - D. **Increase market share**

38. Diversification strategies does not include –
- A. Forward integration
  - B. Backward integration
  - C. Diversification into related products
  - D. Product improvements**
39. Market penetration strategies does not include ---
- A. Increased market share
  - B. Increased product usage
  - C. Target new segments**
  - D. Increase frequency of use
40. Vicks containers, inhalers, cough drops and cough syrups are examples of ---- strategy
- A. Brand extension
  - B. Flanking**
  - C. Long term outlook
  - D. Extending the PLC
41. Strategies for mature markets does not include –
- A. A no frills product
  - B. Innovative product design
  - C. Cheaper raw materials
  - D. Wide distribution network**
42. In the 1960s and 1970s, for example, Honda increased its sales by targeting groups that traditionally had not bought motorcycles is an example of – strategy.
- A. Leaders**
  - B. Followers
  - C. Survivors
  - D. Late entry
43. Which of the following is not a Leader strategy ?
- A. Position defense
  - B. Contraction defense
  - C. Counter offensive defense
  - D. Guerilla Warfare**
44. Stability strategy is a --- strategy
- A. Corporate level**
  - B. Business level
  - C. Functional level
  - D. Strategic level
45. Marketing strategy is a --- strategy
- A. Business level
  - B. Growth
  - C. Corporate
  - D. Functional**
46. The pie slices within a circle of --- reveal the percentage of corporate profits contributed by each division.
- A. QSPM
  - B. BCG Matrix**
  - C. SPACE Matrix
  - D. Grand strategy matrix

47. The impact of strategies on the general direction and basic character of a company is –
- A. Short range
  - B. Medium range
  - C. Long range**
  - D. Minimal range
48. Value is best defined as ---
- A. Value for money
  - B. Benefits the business chooses to give to customers through product / services
  - C. Is the benefits of a product/ service as perceived by the customer**
  - D. Does not offer competitive advantage
49. What is said to be the key factor in maintaining organizational growth?
- A. Entrepreneurial vision
  - B. Planning
  - C. Innovation
  - D. Flexibility**
50. Which of the following is not competence.
- A. Strategic thinking
  - B. Managing paradoxes**
  - C. Innovative climate
  - D. Providing excellent quality
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