

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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