

Advance Marketing Mgmt.

1. Allocation models allocate scarce resources like men, material, money and machines to maximise the given objectives. Normally, mathematical programming is used to get this objective. For salesman selection on the basis of potential, which of the following programming will be used?
 - (a) Integer programming
 - (b) Linear programming
 - (c) **Assignment model**
 - (d) Dynamic programming

2. Normally the process of budget allocation depends heavily on mathematical models. But which of the following is basic thumb rule for marketing budget allocation?
 - a) Marketing effort should be in proportion to present company sales in different territories
 - b) Marketing effort should be in proportion to industry sales in that territory
 - c) It should be adjusted according to response to competitor moves
 - d) Single rupee increase or decrease in marketing effort should not decrease the sale
 - (a) a & b
 - (b) b & c
 - (c) **a, b, c & d**
 - (d) c & d

3. After which year did the Indian market see a consumer boom or an increased focus on marketing of goods?
 - (a) 1965
 - (b) **1984**
 - (c) 1971
 - (d) 1947

4. Artists are born with creativity. Can in an organisation creativity be stimulated externally among employees using specific techniques?
 - (a) **Yes**
 - (b) No

5. In the process of buying, first a consumer has to feel a need to buy any product. These needs are normally refinements of wants/needs satisfied on the earlier occasions.
- (a) **True**
 - (b) False
6. The study of the process of buying and consumer psychology will help marketers in which of the following?
- a) In opening specific areas or markets where brand's strength will market the brand without external support
 - b) To identify strength and weakness of the brand to be used appropriately to push the brand sale up
- (a) b
 - (b) **a & b**
 - (c) a
 - (d) None of the above
7. Which model of "buyer's choice process" suggests that lots of purchases are made for social prestige and there are six circles of influences around the person that forms his decision?
- (a) **Veblenian model**
 - (b) Hobbesian Model
 - (c) Marshallian model
 - (d) Pavlovian model
8. Will having an excellent customer care programme give you sustainable advantage, even if your product is lesser in quality than your nearest competitor?
- (a) Yes
 - (b) **No**

9. Which of the following is good telephone technique on part of the company executive?
- a) Telling customer clearly to be online or that you will call back while you are processing the information
 - b) Writing down the key information to avoid repetitive questioning to caller
 - c) Not identifying yourself or your department
 - d) Giving undivided attention to caller
- (a) a, b & c
(b) a & b
(c) a, b, c & d
(d) **a, b & d**
10. If delegates already have links with each other through a customer service supply chain or they have common identity, then which mode of training will suffice?
- (a) Streaming
 - (b) **Vertical Slicing**
 - (c) Both of the above
 - (d) None of the above