

eExam Question Bank

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<input type="checkbox"/>	Question Type	Question	A	B	C	D	Answer	Remark
<input type="checkbox"/>	FBQ	<input type="text"/> _is necessary when two or more parties have unsatisfied wants.	Marketing					<input type="checkbox"/> eExam
<input type="checkbox"/>	FBQ	<input type="text"/> _is a state of felt deprivation.	Need					<input type="checkbox"/> eExam
<input type="checkbox"/>	FBQ	<input type="text"/> _are wants for specific products that are backed up by an ability and willingness to buy them.	Demand					<input type="checkbox"/> eExam
<input type="checkbox"/>	FBQ	<input type="text"/> __approach focuses on particular classes of products.	Commodity					<input type="checkbox"/> eExam
<input type="checkbox"/>	FBQ	<input type="text"/> goods are those bought by individuals and organizations for further processing a business.	Industrial					<input type="checkbox"/> eExam
<input type="checkbox"/>	FBQ	<input type="text"/> __concept holds that consumers will favour products that offer the most quality.	Product					<input type="checkbox"/> eExam
<input type="checkbox"/>	FBQ	The Auxiliary Function of Marketing consists of Marketing Finance, Risk-Bearing and <input type="text"/> .	Market information					<input type="checkbox"/> eExam
<input type="checkbox"/>	FBQ	Transportation is part of the <input type="text"/> function of marketing.	Physical distribution					<input type="checkbox"/> eExam
<input type="checkbox"/>	FBQ	<input type="text"/> are products that consumers insist on having.	Specialty goods					<input type="checkbox"/> eExam

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	<input type="text"/> products generally involve high value purchases and competitive bidding based on price competition.	Industrial						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> _are major capital items that form the main assets of the production firms.	Installations						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> __form the major parts of the finished items.	Raw materials						eExam
<input type="checkbox"/>	FBQ	There are <input type="text"/> __number of participants in the buying process.	Four	4					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is the part of the buying merchandise which is resold in the same form without physical changes made on them.	Buying for resale						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> _is used to refer to the various intermediaries who help in moving the product from the producer to the consumer.	Channels of distribution						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> concept holds that a pure marketing concept overlooks possible conflicts between short-run consumer wants and long-run consumer welfare	Societal marketing						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> __is the statistical study of human population and its distribution characteristics.	Demography						eExam
<input type="checkbox"/>	FBQ	Product planning and development are part of the <input type="text"/> function in marketing.	Merchandising						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> __is concerned with setting certain standards/ levels to accomplish the produced goods.	Standardization						eExam

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	Marketing Finance, Risk-bearing and Market Information are all part of the <input type="text"/> function.	Auxiliary						eExam
<input type="checkbox"/>	FBQ	Most new and recently introduced goods can be classified as <input type="text"/> _goods.	Unsought						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> are types of industrial goods that form part of finished items such as shirts, radio and batteries for cars.	Semi-processed components						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> _are the people/devices that inform, persuade and stimulate the buyer at any point of the buying process.	Influencers						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> _decides on the level of stock to hold and the quantity to buy and which stores will carry various lines.	Merchandiser						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> are in charge of transfer of ownership on the channel of distribution.	Agent middlemen						eExam
<input type="checkbox"/>	FBQ	Marketing channels can be described by the number of <input type="text"/> involved.	Channel levels						eExam
<input type="checkbox"/>	FBQ	The agent middlemen that are usually large institutions with marketing facilities are called <input type="text"/>	Selling agents						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> _take physical possession of the goods they trade with.	Commission merchants						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> _most times specialize in negotiating sales for specialized goods and seasonal products that do not require constant distribution.	Brokers						eExam

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	<input type="text"/> _are merchant middlemen that take title to the goods they sold.	Wholesalers						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> _is one of the oldest marketing philosophies/concepts that guide's sellers.	Production						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> goods are bought by final consumers for personal consumption.	Consumer						eExam
<input type="checkbox"/>	FBQ	A variety of indirect indicators of benefits are often used to describe <input type="text"/>	Segments						eExam
<input type="checkbox"/>	FBQ	Ultimate consumers buy goods or services for their own personal or household use, and are satisfied strictly non- <input type="text"/> _wants.	Business						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> behaviour is hardly traceable to only one characteristic.	Buying						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> _segmentation calls for dividing the market into different geographical units such as countries, regions, states, local government areas, cities, towns or neighbourhoods.	Geographic						eExam
<input type="checkbox"/>	FBQ	Marketers use demographic segmentation when they market on the basis of <input type="text"/> about the size, composition, and distribution of and education. population, including age, race etc	Information						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> -styles relates to activities, interests, and opinions.	Life						eExam

<input type="checkbox"/>								
<input type="checkbox"/>	FBQ	In _____ segmentation, buyers are divided into groups on the basis of their knowledge of, attitude toward, use of, or response to a product.	Behavioural					eExam
<input type="checkbox"/>	FBQ	An attitude is a learned _____ to respond to an object or class of objects in a consistently favourable or unfavourable way	Predisposition					eExam
<input type="checkbox"/>	FBQ	_____ is the only element in the marketing mix that produces revenue.	Product					eExam
<input type="checkbox"/>	FBQ	_____ have a number of distinctive characteristics, which create special marketing challenges and opportunities	Services					eExam
<input type="checkbox"/>	FBQ	_____ marketing is the use of marketing principles for or within sports related environments.	Sport					eExam
<input type="checkbox"/>	FBQ	_____ marketing, also known as internet marketing, web marketing or e-marketing is the marketing or promotion of products or services using the internet as a medium.	On-line					eExam
<input type="checkbox"/>	FBQ	_____ is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and wants.	Consumer behaviour					eExam
<input type="checkbox"/>	FBQ	_____ involves getting ideas across to consumers rather than selling something.	Social marketing					eExam
<input type="checkbox"/>	FBQ	_____ are firms that help the company to promote, sell and distribute its goods to final buyers.	Marketing intermediaries					eExam

<input type="checkbox"/>								
<input type="checkbox"/>	FBQ	<input type="text"/> are the factors that affect consumer buying power and spending patterns.	Economic environment					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> involves the natural resources that are needed as inputs by marketers or that are affected by marketing activities	Natural environment					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is the difference between the values the customer gains from owning and using a product and the costs of obtaining the product.	Customer value					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> marketing is the process of creating, maintaining and enhancing strong, value-laden relationships with customers and other stakeholders	Relationship					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is a set of actual and potential buyers of a product or service	Market					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is a trade between two parties that involves at least two things of value, agreed-upon conditions, a time of agreement, and a place of agreement.	Transaction					eExam
<input type="checkbox"/>	FBQ	The hard task of selecting an overall company strategy for long-run survival and growth is called <input type="text"/>	Strategic planning					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is the process of evaluating each market segment's attractiveness and selecting one or more segments to enter.	Market targeting					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is the arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of target consumers.	Marketing positioning					eExam

<input type="checkbox"/>								
<input type="checkbox"/>	FBQ	<input type="text"/> is a set of controllable tactical marketing tools- product, price, place and promotion- that the firm blends to produce the response it wants in the target market.	Marketing mix					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is the opening section of the marketing plan that presents a short summary of the main goals and recommendations to be presented in the plan	Executive summary					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is the marketing logic by which the business unit hopes to achieve its marketing objective	Marketing strategy					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> are those forces close to the company that affect its ability to serve its customers-the company, market channel firms, customer markets, competitors and public.	Microenvironment					eExam
<input type="checkbox"/>	MCQ	The following are the part of the four main pillars of the marketing concept, except;	Market focus	Profitability	Customer Orientation	Environmental scanning	D	eExam
<input type="checkbox"/>	MCQ	The social approach focuses on the _____ created by various marketing activities and institutions.	Market shares	Money	Product obsolescence	Social contribution and costs	D	eExam
<input type="checkbox"/>	MCQ	Marketing evolves from this last approach to acquiring products i.e. _____.	Price	Cost	Sales	Exchange	D	eExam
<input type="checkbox"/>	MCQ	_____ behaviour is hardly traceable to only one characteristic.	Buying	Selling	Trade	Marketing	A	eExam
<input type="checkbox"/>	MCQ	Ultimate consumers buy goods or services for their own personal or household use, and are satisfied strictly non-_____wants.	Business	Commerce	Trade	Selling	C	eExam
<input type="checkbox"/>	MCQ	The following are the main interests of managerial marketers, except;	Market analysis	Direct selling	Implementation	Planning	B	eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	There are important differences between ultimate _____ and industrial users, their ways and means of purchasing differs considerably.	Consumers	Customer	Clients	Investors	A	eExam
<input type="checkbox"/>	MCQ	Marketing research is the first step taken by any before investing his money in business	Investor	Entrepreneur	Broker	None of the above	B	eExam
<input type="checkbox"/>	MCQ	_____ decisions are strongly affected by developments in the political and legal environment.	Marketing	Operational	Administrative	All of the above	A	eExam
<input type="checkbox"/>	MCQ	There are _____ distinct product life cycle stages:	Five	Three	Four	Six	C	eExam
<input type="checkbox"/>	MCQ	Research is necessary but a lot of..... are reluctant to engage in international research	Brokers	Managers	Investors	All of the above	C	eExam
<input type="checkbox"/>	MCQ	One major objective of international research is to discover new _____ opportunities.	Local market	Foreign market	Product	None of the above	B	eExam
<input type="checkbox"/>	MCQ	In _____ segmentation, buyers are divided into groups on the basis of their knowledge of, attitude toward, use of, or response to a product.	Behavioural	Demographic	Psychographic	Socio-economic	A	eExam
<input type="checkbox"/>	MCQ	_____ defined marketing as a total system of business activities designed to plan, price, promote and distribute want-satisfying goods and services to present and potential customers	Kotler, 1984	American Marketing Association	Stanton, 1964	Cundiff and Still, 1964	C	eExam
<input type="checkbox"/>	MCQ	_____ is the only element in the marketing mix that produces revenue.	Price	Place	Product	Promotion	C	eExam
<input type="checkbox"/>	MCQ	The _____ concept rests on four main pillars	Marketing	Product	Business policy	Price	A	eExam
<input type="checkbox"/>	MCQ	Kotler (1984) states that for exchange to take place, it must satisfy _____ number of conditions	Six	Four	Nine	Five	D	eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	_____marketing involves the launch of the new product in one or a few geographical areas chosen to representative of its intended market.	Focus group	Test	Direct	None of the above	B	eExam
<input type="checkbox"/>	MCQ	Financing is made up of a number of _____ known as marketing functions.	Stages	Activities	Categories	None of the above	B	eExam
<input type="checkbox"/>	MCQ	Marketing is also concerned with product _____and design since a product must suit the needs and wants of the consumer.	Planning	Plan	Identification	Idea	A	eExam
<input type="checkbox"/>	MCQ	_____ marketing planning in an organization leads to the preparation of an annual marketing plan	Strategic	Structure	Techniques	Methods	A	eExam
<input type="checkbox"/>	MCQ	A company's marketing _____ often operates within the framework of forces, which constitutes the system's environment	Scanning	System	Service	Structure	B	eExam
<input type="checkbox"/>	MCQ	The _____ planning process rests on two important concepts.	Techniques	Strategic	Methods	Structure	B	eExam
<input type="checkbox"/>	MCQ	Strategic planning looks beyond immediate circumstances, trying to _____ market conditions five or ten years into the future.	Forecast	Show	Project	All of the above	D	eExam
<input type="checkbox"/>	MCQ	Every move a marketer makes is affected by and has some effects on his _____	Production activities	Target markets	Natural environment	Marketing environment	D	eExam
<input type="checkbox"/>	MCQ	An organization is said to face full-demand when it is pleased with its _____	Quality of products	Prices of the products	Amount of business	Middlemen	C	eExam
<input type="checkbox"/>	MCQ	When a situation of no demand exists, the target consumers are _____	Indifferent to the product	Indifferent to the prices	Indifferent to the quality	Indifferent to packages	A	eExam
<input type="checkbox"/>	MCQ	A market is said to be in a state of negative demand if a major part of the market _____.	Likes the product	Dislikes the product	Over-concentrated	Attracts less buyers	B	eExam
<input type="checkbox"/>	MCQ	The Auxiliary function of marketing includes the following except one;	Market Information	Transportation	Risk bearing	Market finance	B	eExam
<input type="checkbox"/>	MCQ	Merchandising function of marketing include the followings except;	Storage	Selling	Buying and assembling	Standardization and grading	A	eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	Marketing functions are often performed by the _____	Prospective buyers	Potential buyers	Middlemen	Advertisers	C	eExam
<input type="checkbox"/>	MCQ	Marketing manager _____ demand for the company's product	Compelled	Advertised	Forced	Stimulate	D	eExam
<input type="checkbox"/>	MCQ	Marketing is made up of a number of activities known as _____	Primary function	Marketing function	Secondary function	Management function	B	eExam
<input type="checkbox"/>	MCQ	Customer satisfaction is the extent to which a product's perceived performance matches a _____	Producer's expectation	Consumer's expectation	Designer's expectation	Buyer's expectation	D	eExam
<input type="checkbox"/>	MCQ	_____ are wants for specific products that are backed up by purchasing power	Purchases	Goods	Demands	Services	C	eExam
<input type="checkbox"/>	MCQ	A _____ is a state of felt derivation of some basic satisfaction	Human need	Societal need	Woman need	Market need	A	eExam
<input type="checkbox"/>	MCQ	It has been reported that _____ "get people to buy things don't want"	Manufacturers	Retailers	Marketers	Salespersons	B	eExam
<input type="checkbox"/>	MCQ	_____ is the business process by which products are matched with markets and through which transfer of ownership are effected	Venture capitalism	Marketing	Small business	None of the above	B	eExam
<input type="checkbox"/>	MCQ	In an economy of plenty, most people have to satisfy their material wants through _____	Outside sources	Direct supply	Company's representatives	Middlemen	A	eExam
<input type="checkbox"/>	MCQ	In the early stage of the society's economic development, marketing problem focuses on _____	Mass Production	Few production	Physical production	Aggressive advertising	C	eExam
<input type="checkbox"/>	MCQ	Which of these is a component of any economic systems?	Production	Consumption	Marketing	Services	D	eExam
<input type="checkbox"/>	MCQ	There are _____ number of approaches to studying marketing	Four	Six	Five	Three	C	eExam
<input type="checkbox"/>	MCQ	The _____ approach focuses on particular commodities and classes of products, to determine how they are produced and distributed to intermediate and ultimate consumers.	Institutional	Functional	Commodity	Social	C	eExam
<input type="checkbox"/>	MCQ	_____ are goods bought by the final consumers for personal consumption.	Industrial	Customer	Agricultural	Consumer	D	eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	The _____ approach focuses on the nature and dynamics of various marketing functions, such as buying, selling, storing, financing, and promoting.	Institutional	Social	Functional	Managerial	C	eExam
<input type="checkbox"/>	MCQ	The _____ concept holds that consumers will value products that are available and highly affordable, and that management therefore should focus on improving production and distribution, efficiently.	Product	Production	Marketing	Societal Marketing	B	eExam
<input type="checkbox"/>	MCQ	There are _____ types of marketing management philosophies	Six	Five	Three	Four	B	eExam
<input type="checkbox"/>	MCQ	When demand for a product exceeds the supply, _____ philosophical concept is applicable.	Societal marketing	Production	Selling	Marketing	B	eExam
<input type="checkbox"/>	MCQ	The _____ concept is another common approach adopted by some firms in penetrating their target markets.	Production	Pricing	Selling	Distribution	C	eExam
<input type="checkbox"/>	MCQ	The selling concept is practiced aggressively with _____ goods	Unsought	Sought	Luxury	All of the above	A	eExam
<input type="checkbox"/>	MCQ	The _____ of a country determines the inflow and outflow of goods and services.	Government	GDP	Economic system	None of the above	C	eExam
<input type="checkbox"/>	MCQ	Stanton (1981) stated that _____ is the most pervasive macroeconomic element that affects marketing.	Technology	Culture	Factor of economic growth	All of the above	A	eExam
<input type="checkbox"/>	MCQ	The following are socio-cultural variables that affect marketing, except;	Religious beliefs	Societal festivals	Technological trends	All of the above	C	eExam
<input type="checkbox"/>	MCQ	The following are the three main purposes of business legislation, except;	to protect companies from unfair competition	To protect companies from harmful environmental factors	to protect the interests of society from unbridled business behaviour.	to protect consumers from unfair business practices	B	eExam
<input type="checkbox"/>	MCQ	Macro-environmental factors are also known as _____ factors	Uncontrollable	Controllable	Adaptive	All of the above	A	eExam
<input type="checkbox"/>	MCQ	_____ is a tool used by companies to stimulate or arouse consumers' demand for the products to be sold.	Advertising	Promotion	Direct selling	Public relations	B	eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	_____ starts with idea generation, idea screening and development of a prototype product.	Product grading	Product development	Product planning	None of the above	C	eExam
<input type="checkbox"/>	MCQ	_____ is concerned with setting certain standards / levels to accomplish the produced goods.	Standardization and grading	Product development and planning	Adaptaton	All of the above	A	eExam
<input type="checkbox"/>	MCQ	_____ relates to necessary information about the markets, the target consumers in terms of their purchasing power, taste, color, choices, competition and their products.	Market information gathering	Market research	Environmental scanning	All of the above	A	eExam
<input type="checkbox"/>	MCQ	_____ level of product consists of all the possible augmentations and transformations the product may undergo in the future;	Expected product	Potential product	Basic product	Augumented product	B	eExam

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