SET A

GENERAL INSTRUCTIONS:

- All questions are compulsory.
- Marks allotted to questions are indicated against each of them.
- Answers should be brief and to the point.

1. The highest level need in Maslow's need hierarchy are ________
   a) Self – esteem needs  
   b) Self – actualisation needs  
   c) security needs  
   d) social needs

2. The customer’s estimate of the product’s overall capacity to satisfy his / her needs.
   a) Cost  
   b) Demand  
   c) value  
   d) satisfaction

3. When a single marketing mix is directed at a single market segment it is called ________
   a) Reseller market  
   b) Concentrated market  
   c) differentiated market  
   d) none of these

4. Provide resources that are needed by the company.
   a) Market intermediaries  
   b) Suppliers  
   c) public  
   d) customers
5. __________ is the size of segmented market.
   a) Measurability  c) substantiality
   b) Accessibility  d) representability

6. __________ buying motives are those which are based on logical reasoning and consideration of economic consequences.
   a) Emotional motives  c) patronage motives
   b) Internal motives  d) rational motives

7. The marketing concept which was widely used during the industrial Revolution.
   a) Selling concept  c) exchange concept
   b) Production concept  d) marketing concept

8. Any group that exercises a positive or negative influence on a person’s attitudes, values and behavior.
   a) Reference group  c) social classes
   b) Opinion leader  d) none of these

9. Organization buying goods and services with a view to sell them to others for a profit.
   a) Consumer market  c) international market
   b) Reseller market  d) industrial market

10. Who is an Opinion leader?

11. Define the term marketing management.

12. Define macro environment.

13. What is meant by Target marketing? Name 2 approaches of target marketing.
14 Define the term environment scanning.
15 Define market segmentation.
16 What is psychographic segmentation?
17 What do you understand by consumer behavior?
18 Define shotgun approach. Give one example.
19 What is marketing environment?
20 "Marketing is both an art as well as a science". Comment.
21 Discuss the benefits of market segmentation in relation to minimization of aggregation risk. Give suitable examples in support of your answer.
22 Explain Maslow's Hierarchy of Needs.
23 Explain the first three stages in consumer buying decision process.
24 How will increases in population of elderly persons affect the marketing environment?
25 Differentiate between marketing and selling on the basis of
   (a) Objective  (b) Beginning and end  (c) Emphasis
26 Explain the importance of environment analysis.
27 Briefly explain any 5 facilitating functions of marketing.
28 "In India family and social class play considerable role in shaping consumer behavior". Discuss the statement and also highlight the role of Psychological factors in determining consumer behavior.