



DEPARTMENT OF MARKETING

MARKETING FUNDAMENTALS

CBFW 104 LEVEL 100

TIME: 2 Hrs

STUDENT ID No.....

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INSTRUCTIONS

Answer all Questions in Section A (Compulsory) and ONE Question from Section B

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SECTION A COMPULSORY

1. The market coverage strategy where large numbers of intermediaries are used is known as

 - a. Intensive Distribution
 - b. Exclusive Distribution
 - c. Selective Distribution
 - d. Full service Distribution
 - e. Financial Distribution

2. Two most critical factors which influence market targeting decisions are corporate strength and

 - a. Market coverage
 - b. Market attractiveness
 - c. Competition
 - d. Customer ability
 - e. Government policy

3. Focusing a company's resource on a particular segment through market targeting is

 - a. Customised targeting
 - b. Undifferentiated targeting
 - c. Mass targeting
 - d. Concentrated targeting
 - e. Competitor targeting

4. The promotional objective at the introduction stage of the PLC is

 - a. Stimulate market demand
 - b. Response to negative publication
 - c. Differentiate brand to reduce brand confusion
 - d. Create brand awareness
 - e. Brand enhancement

5. Industrial products with the shortest life span are

 - a. Stationary
 - b. Machinery
 - c. Installations
 - d. Raw materials
 - e. Tools

6. Diffusion is the process of spreadingproducts in the market.
- a. New
 - b. Obsolete
 - c. Rejuvenated
 - d. Rebranded
 - e. Customer oriented
7. The adoption percentage of laggard adopters is.....
- a. 34%
 - b. 16%
 - c. 2.5%
 - d. 17%
 - e. 24%
8. The second group of product adopters are the
- a. Innovators
 - b. Early adopters
 - c. Later majority
 - d. Laggards
 - e. Early majority
9. The brand "Nestle milo" isbranding strategy.
- a. Generic
 - b. Family
 - c. Range
 - d. Corporate
 - e. Multi
10. The physical covering of products is the.....
- a. Label
 - b. Package
 - c. Packaging covering
 - d. Brand
 - e. Lid

11. Production cost which change with the level of production is thecost
- a. Sunk
 - b. Fixed
 - c. Variable
 - d. Overhead
 - e. Relative
12. At which stage of the production revenue curve does the firm make neither profit nor loss?
- a. Mark up point
 - b. Total cost point
 - c. Breakeven point
 - d. Full cost recovery point
 - e. Recovery point
13. Deliberately reducing price of a specific brand with the aim of attracting customers to buy slow moving brands is done underpricing technique.
- a. Loss leader
 - b. Psychological
 - c. Market entry
 - d. Convenient
 - e. customer
14. Corporate pricing policy which aims at keeping customers for long period is
- a. Loss leader pricing
 - b. Regulated pricing
 - c. Relationship pricing
 - d. Market leader pricing
 - e. Market pricing
15. Wholesaler category that provides customers with credit, storage and delivery are
- a. Full service wholesalers
 - b. Wagon wholesalers
 - c. Merchant wholesalers
 - d. Franchise wholesalers
 - e. Customer wholesalers

16. The deliberate, planned sustained effort to establish and maintain mutual understanding between an organisation and its publics is known as

- a. Sales Promotion
- b. Advertising
- c. Public Relations
- d. Direct Marketing
- e. Personal Selling

17. Logistic is another name for

- a. Product
- b. Price
- c. Promotion
- d. Place
- e. positioning

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18. The internal publics of a firm comprises of managers and

- a. Security
- b. Employees
- c. Shareholders
- d. Sector regulators
- e. Opinion leaders

19. The persistent rise in prices of goods and services over a period is commonly referred to as

- a. Exchange rate
- b. Import rate
- c. Interest rate
- d. Prime rate
- e. Common rate

20. The stage of the PLC where both sales and profit curve decline is the.....stage

- a. Introduction stage
- b. Growth stage
- c. Maturity stage
- d. Decline stage
- e. Market action stage



21. Segmenting markets according to age, gender, religion, education family size is purely segmented under
- Geography
 - Behavioural
 - Demography
 - Psychographics
 - Geo-demography
22. The technical term for promoting goods and services on the internet is
- Internet marketing
 - Digital marketing
 - Global marketing
 - Worldwide marketing
 - Trans national marketing
23. The most profitable stage of the Product Life Cycle is
- Introduction Stage
 - Growth Stage
 - Maturity Stage
 - Decline Stage
24. All of these are part of the micro environment except:
- Customers
 - Employees
 - Distributors
 - Natural Environment
25. Industrial goods that customers do not actively seek, may not know about it and even when they know about it usually do not think about buying are known as
- Shopping goods
 - Speciality goods
 - Unsought goods
 - Homogenous Goods



26. defines marketing as the management process responsible for identifying, anticipating and satisfying customer requirements profitably.
- a. Geoff Lancaster
 - c. AMA
 - d. Philip Kotler
 - e. CIM
27. The Soft elements of the Marketing Mix consists of.....
- a. People, Process, Physical Evidence
 - b. Process, Place, People
 - c. Physical Evidence, Process, Place
 - d. People, Process Price
28. Which of the following is NOT an element of Holistic Marketing?
- a. Relationship Marketing
 - b. Integrated Marketing
 - c. Internal Marketing
 - d. Service Marketing
29. Which of the following does NOT form part of the five key stages of the marketing process proposed by Kotler and Armstrong?
- a. Understanding the marketplace and customer needs
 - b. Designing a Customer-Driven Marketing Strategy
 - c. Marketing Management Philosophies
 - d. Preparing an Integrated Marketing Plan
30. The criteria for determining effective segments after segmentation which requires the marketer to identify and quantify potential of each segment is referred to as
- a. Measurability
 - b. Accessibility
 - c. Substantiality
 - d. Actionability

Answer the following questions with either TRUE/FALSE only

31. People in a given society hold core beliefs and values that tend to persist for a long time. (a) True (b) False
32. Citizen action groups could be managed through deliberate lobbying of opinion leaders. (a) True (b) False
33. Customers segmented within a specific market segment need not to have the same market characteristics. (a) True (b) False
34. Psychographic market segmentation is also known as lifestyle segmentation.
(a) True (b) False
35. Bargain hunters during purchase care less about sales discounts during sale negotiation (a) True (b) False
36. Competitive pricing strategy is a market entry strategy. (a) True (b) False
37. Despite core societal beliefs, marketers can influence traditional beliefs with customer driven marketing communication strategies. (a) True (b) False
38. During testing marketing, firms should test products at different markets at different periods. (a) True (b) False
39. Market positioning involves selecting segments by appropriately focusing and designing strategies solely to reach consumers. (a) True (b) False
40. Marketers intensify brand positioning activities with heavy promotions at the decline stage of the PLC. (a) True (b) False



SECTION B

ANSWER ONE QUESTION ONLY

- 2) The role of marketing and the character of marketing activities within an organisation are strongly influenced by its philosophy and orientation. Define with examples FIVE marketing management orientations (20marks)

- 3) The New Product Development Process requires marketers to follow a sequential process. Identify and explain this sequence and provide four reasons why new products can fail or do fail despite the adherence to the process. (20marks)

- 4) The activities and functions of marketing is to a large extent influenced by some external factors and forces. As a marketing practitioner discuss five of these forces and the extent of influence they can have on marketing activities. (20marks)

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