



CENTRAL UNIVERSITY

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SUPPLEMENTARY EXAMINATION MAY 2021

CENTRAL BUSINESS SCHOOL

DEPARTMENT OF MARKETING

CBMK 202: MARKETING MANAGEMENT (LEVEL 200)

MAY 2021

TIME DURATION: TWO AND HALF (2½) HOURS

INSTRUCTIONS

ANSWER ALL QUESTIONS

EXAMINER: CYNTHIA A. BULLEY.

1. The development of an effective communication involves eight (8) steps. Which of the following is NOT one of the steps?
 - A. Identify the target audience and determine the communication objectives
 - B. Design the communication, select channels and establish the total budget
 - C. Marketing communication planning, decide on the communication mix and media forms
 - D. Decide on the communication mix, implement and measure communication results, and integrate the marketing communication process.

2. In managing the integrated communication process the coordination and integration of all the varieties ofelements is paramount.
 - A. communication mix
 - B. product mix
 - C. price mix
 - D. distribution mix

3. A group of firms that offer a product or class of products that are close substitutes for one another are in a/an
 - A. company
 - B. industry
 - C. target
 - D. organization

4. In establishing the total communication budget an organization has to choose between these four (4) methods of allocating funds. Which of these methods is NOT one of the four?
 - A. Affordability and percentage of sales
 - B. Competitive parity
 - C. Mark-up
 - D. Objective and task method

5. The total volume of a product that would be bought by a defined customer group in a defined geographical area in a defined time period in a defined marketing environment under a defined marketing program is the
 - A. market index.
 - B. market forecast.
 - C. market supply.
 - D. market demand.

6. The pricing strategy where prices start low to drive higher sales volume from price-sensitive customers and produce productivity gains is the pricing.
 - A. market-leader
 - B. market-skimming
 - C. market-penetration

- D. psychological pricing
7. The particular set of marketing channels employed by a company is its
- A. marketing channel system
 - B. marketing auditing system
 - C. marketing intermediaries
 - D. channel levels
8. The company's sales expressed as a percentage of total market sales is their overall
- A. market-build up
 - B. market share
 - C. market potential
 - D. market demand
9. Another name for the zero-level channel is
- A. viral marketing channel
 - B. vertical marketing channel
 - C. direct marketing channel
 - D. consumer channel
10. The whole cluster of benefits that a company promises to deliver is their
- A. value chain
 - B. value proposition
 - C. value network
 - D. viral value
11. The part of the qualified available market that the company decides to pursue is their
- A. available market
 - B. penetrated market
 - C. target market
 - D. tactical market
12. Michael Porter, the Harvard professor, has identified five (5) forces that determine the intrinsic long-run attractiveness of a market or market segment. Which of these factors below is NOT one of the forces?
- A. Threat of intense segment/industry rivalry
 - B. Threat of new entrants and substitute products
 - C. Threat of buyers (consumers) and suppliers growing bargaining power
 - D. Threat of substitute competitors
13. Where a company is marketing its products to individual consumers is the.....
- A. strategic group
 - B. industry
 - C. consumer marketing
 - D. business to business marketing
14. A company that markets its products to other firms is known as the

- A. strategic group
- B. industry
- C. consumer marketer
- D. business to business marketer

15. A group of companies following the same strategy in a given target market is a

- A. competitive group
- B. strategic group
- C. structural group
- D. division group

16. The act of designing the company's offering and image to occupy a distinctive place in the mind of the target market is known as

- A. positioning
- B. segmenting
- C. targeting
- D. mind blogging

17. A firm needs to identify variables and small sections of the market that they want to deal with to develop profiles of the resulting sectors by

- A. competitiveness
- B. segmenting
- C. targeting
- D. positioning

18. Michael Porter's famous argues that the intensity of competition within an industry is largely dependent upon five key factors.

- A. value chain model
- B. macromodel of competition
- C. the five forces model
- D. the three forces model

19. In analyzing other competing firms in an industry to know what action they may take in the future, a company needs to examine the following factors: Which of the following is not one of the factors?

- A. assessing their objectives and strategies
- B. examining their strength and weaknesses
- C. assessing their reaction pattern
- D. assessing their proactive patterns

20. There are essentially four categories of competitors within an industry. They are

- A. market leaders, market challengers, market followers and market netters.
- B. market leaders, market challengers, market followers and market knickers.

- C. market leaders, market challengers, market followers and market followers
- D. market leaders, market changers, market followers and market followers

21. Firms evaluate the attractiveness of each market segment by selecting segment(s) that they will want to deal with.
- A. competitive
 - B. segmentation
 - C. target
 - D. position
22. Companies focus on market segments and select, develop and communicate chosen concept to the segment(s).
- A. segmenting
 - B. targeting
 - C. positioning
 - D. delivering
23. The dominant firm in an industry must continuously and actively defend its current business by using the following strategies. Which of these factors is NOT one of the defensive strategies?
- A. Position and flank defense
 - B. Preemptive and counteroffensive defense
 - C. Mobile and contraction defense
 - D. Frontal and bypass defense
24. In satisfying customer needs, one can draw a distinction between responsive marketing, anticipative marketing and creative marketing. A/An marketer finds a stated need and fills it.
- A. anticipative
 - B. creative
 - C. responsive
 - D. differentiative
25. In the selection of communications channels, the company has to choose between
- A. advertising and sponsorship communication channels.
 - B. personal and non personal communication channels.
 - C. direct and indirect channels
 - D. zero level and one-level channels
26. In designing or formulating an effective communication to achieve the desired response, the firm will be required to solve three problems. Which of the following is NOT one of the problems?
- A. What to say (message strategy).
 - B. How to say it (creative strategy).
 - C. Who should say it (message source).
 - D. What not to say (multiplied message).

27. In designing or formulating an effective communication to achieve the desired response, the firm will also examine the message itself in terms of the following. Which of the following is NOT one of the factors?
- A. The message content
 - B. The message structure
 - C. The message lexicography
 - D. The message format and source
28. A/An marketer looks ahead into what needs customers may have in the near future.
- A. anticipative
 - B. creative
 - C. responsive
 - D. differentiative
29. A/An marketer discovers and produces solutions customers did not ask for but to which they enthusiastically respond.
- A. anticipative
 - B. creative
 - C. responsive
 - D. differentiative
30. The marketers in question 98, the marketers are market-driving firms who generate new products that resolve customer needs.
- A. anticipative
 - B. creative
 - C. responsive
 - D. differentiative
31. The competitive attack strategies available to market challengers are as follows. Which of these factors is not one of the strategies?
- A. Encirclement attack
 - B. Bypass and frontal attack
 - C. Flank and contraction attack
 - D. Guerrilla warfare and flank attack
32. The four broad strategies that marketers in question 101 use are the following: Which of the factors below is NOT one of the strategies?
- A. Counterfeiting
 - B. Imitating and cloning
 - C. Adapting
 - D. Expanding the market
33. Firms with low shares of the total market can become highly profitable through smart niching. Market Nichers have three (3) tasks. Which of these statements is NOT one of their tasks?

- A. Creating niches
- B. Expanding niches
- C. Protecting niches
- D. Counterfeiting by duplicating

34. The key to nichemanship is

- A. specialization
- B. specification
- C. innovation
- D. imitation

35. The mobile/cell phone industry in Ghana has experienced phenomenal growth but is now facing fierce competition. Expresso Ghana Limited therefore is sticking to its strategy to achieve high margin.

- A. leadership
- B. niching
- C. followership
- D. challenger/attacker

36. The of a firm are the sets of interdependent organizations involved in the process of making a product or service available for use or consumption.

- A. marketing communications
- B. marketing distribution information
- C. marketing channels
- D. marketing cooperation channels

37. The pricing of an item whereby a standard increase is added to the product's cost is the

- A. value pricing method
- B. going rate method
- C. target return method
- D. mark up method

38. The determination of the price that would yield the firm's target rate of return on investment is known as the

- A. target-return pricing
- B. value pricing
- C. going rate pricing
- D. sealed bid pricing

39. A company's long-term prosperity often depends on its ability.

- A. finance
- B. marketing
- C. human resource
- D. technology

40. In every industry, there is one top company who expands the total market whilst defending its market share and this is actively done by the
- A. market challenger
 - B. market leader
 - C. market followers
 - D. market nichers
41. In gaining a strong foothold in the industry this company must define its strategic objective and aim to increase their market share by attacking others in their group, small and local firms and even the market leader and this is what the normally does.
- A. market challenger
 - B. market leader
 - C. market followers
 - D. market nichers
42. The innovative imitators who prefer to use a strategy of product imitation, adaption and even copying is what the do in an industry.
- A. market challenger
 - B. market leader
 - C. market followers
 - D. market nichers
43. An alternative to being an imitator in an industry in a large market is to be a leader in a small market and that is what the do.
- A. market challenger
 - B. market leader
 - C. market followers
 - D. market nichers
44. The overall evaluation of a business's strengths, weaknesses, opportunities and threat is called the
- A. market opportunities analysis (MOA)
 - B. SWAT analysis
 - C. SWOT analysis
 - D. microenvironment analysis
45. Firms develop specific goals for their planning period in a process called
- A. strategy formulation
 - B. program formulation
 - C. corporate mission formulation
 - D. goal formulation
46. Strategic planning is usually done at four levels. They are
- A. corporate planning, division planning, business planning and product planning.
 - B. corporate planning, division planning, business planning and market planning.

- C. corporate planning, dividend planning, business planning and market planning.
 - D. corporate planning, dividend planning, business planning and product planning.
47. A clear, thoughtful provides employees with a shared sense of purpose, direction, and opportunity and guides geographically dispersed employees to work independently and collectively towards realizing the organization's goals.
- A. strategic statement
 - B. mission statement
 - C. program statement
 - D. opportunity statement
48. All corporate headquarters undertake planning activities, in assessing growth opportunities firms
- A. define the corporate mission and establish divisions.
 - B. assign resources to new businesses and establish strategic business units.
 - C. plan new businesses, downsize or terminate older businesses
 - D. plan goals, strategies, programs, implement and control activities.
49. Managers use the term to describe objectives that are specific with respect to magnitude and time.
- A. goods
 - B. strategy
 - C. benefits
 - D. goals
50. Which of these statements is NOT one of the factors? To be effective, organization goals must:
- A. be arranged hierarchically (from most to least important) to guide the business in moving from broad to specific objectives
 - B. be stated quantitatively whenever possible
 - C. be stated qualitatively and arranged in a pecking order
 - D. be realistic and consistent
51. A good mission statement focus on the following: Which of the following statements is NOT one of the factors?
- A. a limited number of goals.
 - B. stress the company's major policies and values.
 - C. define the company's major competitive spheres.
 - D. segment, target and position the company.
52. Mission statements should not be revised in response to every new economic development but a company must make changes if its mission has lost credibility or it no longer defines an optimal course.
- A. True
 - B. False

53. In assessing growth opportunities, Ansoff has proposed the product-market expansion grid as a framework for detecting growth opportunities for higher sales and profits. A company's options include.....
- A. intensive growth, market-penetration growth and market development growth.
 - B. intensive growth, integrative growth and diversification growth.
 - C. intensive growth, overall cost leadership and differentiation.
 - D. intensive growth, differentiation growth and focusing growth.
54. In strategy formulation, Michael Porter has proposed the three generic strategies that form a good starting point for strategic thinking. They are
- A. intensive growth, market-penetration growth and market development growth.
 - B. intensive growth, integrative growth and diversification growth.
 - C. overall cost leadership, differentiation and focus
 - D. overall cost leadership, differentiation and diversification.
55. With the often growth can be achieved through backward integration, forward integration or horizontal integration.
- A. intensive growth
 - B. integrative growth
 - C. diversification growth
 - D. differentiation growth
56. The backward integration calls for acquiring a
- A. distributor
 - B. supplier
 - C. competitor
 - D. follower
57. The forward integration calls for acquiring a
- A. distributor
 - B. supplier
 - C. competitor
 - D. tracker
58. The horizontal integration calls for acquiring a
- A. distributor
 - B. supplier
 - C. competitor
 - D. follower
59. If the backward, forward and horizontal integration do not deliver the desired results, the company should consider
- A. intensive growth.
 - B. integrative growth.
 - C. diversification.
 - D. strategic business unit planning.

60. A typical marketing plan includes these basic sections: Which of these factors is NOT one of the sections?
- A. Executive summary and table of contents
 - B. Situation analysis, market strategy and programs
 - C. Financial projections, implementation and control
 - D. Sales forecast, market share analysis and a stakeholder performance scorecard
61. Marketing information system is developed from
- A. observational research, behavioral research and market focusing
 - B. observational research, experimental research and market focusing
 - C. internal company records, marketing intelligence activities and marketing research
 - D. internal company records, marketing intelligence activities and decision support
62. New can lead to product break through and it is the most dramatic force shaping people's lives today, yet it is also a force for "creative destruction". Now it is easy to communicate with people anywhere in the world yet it is leading to internet fraud.
- A. strategy
 - B. technology
 - C. telephonics
 - D. stratematic
63. Researchers can collect primary data for marketing research using five approaches. They are
- A. observational, focus-group, survey, qualitative and mechanical research
 - B. observational, focus-group, survey, experimental and quantitative research
 - C. observational, focus-group, survey, behavioral data, and questionnaires research
 - D. observational, focus-group, survey, experimental research and behavioral data
64. Marketing researchers have a choice of three main research instruments in collecting primary data. They are
- A. observational, experimental and survey measures
 - B. observational, questionnaires and interviewing measures
 - C. questionnaires, qualitative measures and mechanical devices
 - D. questionnaires, qualitative and quantitative measures
65. The major variables for segmenting consumer markets are
- A. geographic, purchasing approaches, situational factors and personal characteristics
 - B. geographic, demographic, psychographic and behavioral
 - C. geographic, demographic, psychographic and situational factors
 - D. geographic, demographic, psychographic and operating variables
66. To be useful, market segment(s) must rate favorable on five key criteria. They must be.....
- A. first-time prospects, smart, novices, sophisticated and measurable.
 - B. first-time prospects, smart, novices, measurable and accessible.

- C. substantial, measurable, accessible, relevant and differentiable, and actionable.
 - D. substantial, measurable, accessible, smart and novices, and first-time prospects.
67. Consumer goods classifications are done according to shopping habits and they are
- A. durable goods, nondurable goods, and services.
 - B. materials and parts, capital items and services.
 - C. convenience goods, shopping goods, specialty goods and unsought goods.
 - D. convenience goods, shopping goods, specialty goods and services.
68. Theof a product refers to how many different product lines the company carries.
- A. width
 - B. length
 - C. depth
 - D. consistency
69. Theof a product refers to the total number of items in the product mix or assortment a company offers for sale.
- A. width
 - B. length
 - C. depth
 - D. consistency
70. The of a product mix refers to how many variants of each product are offered by a company to a particular market.
- A. width
 - B. length
 - C. depth
 - D. consistency
71. The refers to how closely related the product lines are in end use, production requirements, distribution channels or some other way.
- A. width
 - B. length
 - C. depth
 - D. consistency
72. Ais an elaborated version of the product idea expressed in consumer terms.
- A. product idea
 - B. product concept
 - C. brand concept
 - D. conceptualization
73. To say that a product has a life cycle is to assert four things. Which of these statements is NOT one of the assumptions?
- A. Products have limited life, profits rise and fall at different stages of the life cycle.

- B. Product sales pass through distinct stages with different challenges, opportunities and problems for the seller
 - C. Products have relative advantage, are compatible, complex, divisible and communicable
 - D. Products require different marketing, financial, manufacturing, purchasing and human resource strategies at each stage of the cycle.
74. The process that turns marketing plans into action assignments and ensures that such assignments are executed in a manner that accomplishes the plan's stated objectives is
- A. objective task
 - B. strategy formulation
 - C. corrective measures
 - D. marketing implementation
75. A company should have staff with to be able to determine wrong implementation activities.
- A. diagnostic skills
 - B. identification of company level
 - C. implementation skills
 - D. evaluation skills
76. An organization without capable staff withskills will not have the ability to budget resources, organize effectively and motivate others in the firm.
- A. diagnostic skills
 - B. identification of company level
 - C. implementation skills
 - D. evaluation skills
77. The annual-plan control, profitability control, efficiency control and strategic control are the four types ofneeded by the company to monitor and evaluate its activities.
- A. implementation
 - B. controls
 - C. scorecard shares
 - D: share analysis
78. The control is the prime responsibility of top and middle management, and the purpose is to examine whether planned company activities results are being achieved.
- A. annul plan
 - B. profitability
 - C. efficiency
 - D. strategic
79. Theis the prime responsibility of line and staff management, and the purpose is to evaluate and improve the spending efficiency and impact of marketing expenditures.
- A. annul plan

- B. profitability
- C. efficiency
- D. strategic

80. At the heart of the annual-plan control is management by objectives. It is a control process that calls for

- A. goal setting, performance measurement and controlling.
- B. goal setting, performance measurement and performance diagnosis and corrective action.
- C. goal setting, objective setting and performance measurement and performance diagnosis.
- D. goal setting, strategy setting and implementation.

81. The of a firm are the sets of interdependent organizations involved in the process of making a products or service available for use or consumption.

- A. marketing communications
- B. marketing distribution information
- C. trade channels
- D. trade marks

82. The sets of interdependent organizations involved in the process of making a products or service available for use or consumption is the activity of the of a firm.

- A. marketing communications
- B. marketing distribution information
- C. distribution channels
- D. distributive networks

83. In promotional pricing, companies can use several pricing techniques to stimulate early purchase. Which of these methods is NOT one of the techniques?

- A. Loss – leader pricing
- B. Special – event pricing
- C. Psychological discounting
- D. Perceived – value pricing

84. The central instrument for directing and coordinating the marketing effort is the

- A. research instruments
- B. marketing survey
- C. marketing plan
- D. sampling plan

85. A way of monitoring the external and internal marketing environment of a company is to analyze the

- A. service, market, product and channel
- B. strength, weakness, opportunity and threat
- C. objective, goals, strategy and implementation
- D. segmenting, financials, targeting and positioning

86. Bonoma (Kotler and Keller, 2009) has identified four (4) sets of skills for implementing marketing programmes. Which of these statements is **NOT** one of the skills?
- A. Diagnostic and implementation skills.
 - B. Profitability control skills.
 - C. Identification of company level.
 - D. Evaluation skills
87. The pricing strategy where prices start low to drive higher sales volume from price-sensitive customers and produce productivity gains is
- A. partial recovery pricing
 - B. maximum current pricing
 - C. market penetration pricing
 - D. product quality leadership pricing
88. The whole cluster of benefits the company promises to deliver is their
- A. value pricing
 - B. value proposition
 - C. value delivery system
 - D. value chain
89. The group of strategically relevant activities that create value and costs in a specific business or firm is called the
- A. value pricing
 - B. value proposition
 - C. value delivery system
 - D. value chain
90. The bundle of benefits that customers expect from a given product or service is the
- A. target marketing value
 - B. target marketing
 - C. total customer cost
 - D. total customer value
91. The part of the qualified available market the company decides to pursue is the
- A. potential market
 - B. penetrated market
 - C. target market
 - D. market share
92. Firms pursuing the same strategy directed to the same target market constitute a
- A. market group
 - B. strategic group
 - C. strategic business unit
 - D. marketing network
93. A unit that can be planned separately from the rest of the company, with its own set of competitors and a manager who is responsible for strategic planning and profit performance is the

- A. strategic group
- B. strategic business unit
- C. strategic planning unit
- D. marketing network

94. In using the, more than a few but less than all of the intermediaries who are willing to carry a particular product are taken on board by management.

- A. Selective distribution
- B. Intensive distribution
- C. Exclusive distribution
- D. Semi-exclusive distribution

95. The measurement and evaluation of actual sales in relation to company goals is what is all about.

- A. sales analysis
- B. profit analysis
- C. sales quota
- D. profit quota

96. When the manufacturer uses advertising and promotion to persuade consumers to ask intermediaries for the product, thus inducing the intermediaries to order the product, it is using the

- A. purl strategy
- B. put strategy
- C. push strategy
- D. pull strategy

97. The strategy that involves a manufacturer using the sales force and trade promotion funds to induce intermediaries to carry, promote, and sell the product to the final end users is the

- A. purl strategy
- B. put strategy
- C. push strategy
- D. pull strategy

98. A product that includes features that go beyond consumer expectations and differentiate the product from competitors is

- A. a core benefit
- B. a basic product
- C. an augmented product
- D. a transformed product

99. The set of consumers who have an interest, income, and access to a particular offer is the

- A. potential market
- B. target market
- C. penetrated market
- D. available market

100. The cost per unit at a given level of production is the It is equal to total cost divided by production.
- A. total cost
 - B. variable cost
 - C. average cost
 - D. overheads
101. When one channel member's action prevents another channel from achieving its goals, it can generate
- A. channel conflict
 - B. channel cooperation
 - C. channel coordination
 - D. channel cannibalization
102. Goods that consumers purchase frequently, immediately and with minimum effort are
- A. specialty goods
 - B. shopping good
 - C. convenience goods
 - D. unsought goods
103. An organised collection of comprehensive information about individual customers or prospects that is current, accessible, and actionable for marketing purposes is the
- A. data mining
 - B. customer database
 - C. data warehousing
 - D. data retailing
104. The use of electronic means and platforms to conduct a company's business is
- A. c-marketing
 - B. e-purchasing
 - C. e-business
 - D. e-commerce
105. The buying of goods, services and information from various online suppliers is the
- A. e-marketing (electronic marketing)
 - B. e-purchasing (electronic purchasing)
 - C. e-business (electronic business)
 - D. e-commerce (electronic commerce)
106. To reach a target market, the marketer uses three kinds of marketing channels

- A. distribution channels, selective distribution and supply channels
 - B. distribution channels, supply chain management and communication channels
 - C. communication channels, distribution channels and service channels
 - D. communication channels, distribution channels and supply channels
107. The marketing environment consists of the task environment and the broad environment, which of these is **NOT** part of the task and broad environment?
- A. The company, suppliers, distributors, dealers and the target customers
 - B. Demographic, economic, physical, technological, political-legal and social-cultural environment
 - C. Marketing communication programme, brand equity, communicating service and ethical issues
 - D. Material suppliers, service suppliers, agents and brokers
108. The costs that do not vary with production or sales revenue is the
- A. variable cost.
 - B. average cost.
 - C. total cost.
 - D. overhead.
109. A gathering of 6 to 10 people who are carefully selected based on certain demographic, psychographic, or other considerations and brought together to discuss various topics of interest is a
- A. focus group
 - B. moderating group
 - C. segmentation
 - D. customer-oriented group
110. The act of designing the company's offering and image so that they occupy a meaningful and distinct competitive position in the target customer's mind is
- A. segmentation
 - B. targeting
 - C. positioning
 - D. iteration