

NAT II Management Science Marketing

Sr	Questions	Answers Choice
1	All of the institutions in a channel are connected by flows:including physical flow, flow of ownership,payment flow, information flow, and _____ flow.	A. promotion B. acquisition C. customer D. return product
2	Analytical models help analyze marketing information collected from research. These models can help answer _____ and _____ questions.	A. short; simple B. what if; which is best C. relevant; difficult D. advance; difficult
3	Tommy Baker is in charge of customer relationship management for American Pie Nostalgia. As a result of his effort in this area, his firm enjoys all of the following except _____ .	A. providing higher levels of customer service B. developing deeper customer relationships C. creating offers tailored to specific customer requirements D. understanding competition better
4	Companies set prices by selecting a general pricing approach that includes one or more of three sets of factors. One of these is the buyer-based approach, which means _____ .	A. value-based pricing B. going-rate and sealed-bid pricing C. cost-plus pricing, break-even analysis, and target profit pricing D. low-price image
5	A company sets not a single price, but rather a _____ that covers different items in its line that change over time as products move through their life cycles.	A. pricing range B. pricing structure C. pricing loop D. pricing cycle
6	When setting prices, the company also must consider other factors in its external environment _____ can have a strong impact on the firm's pricing strategies. This includes factors such as boom or recession, inflation, and interest rates affecting pricing decisions.	A. Demand curve B. Economic conditions C. Target costing D. Value-based pricing
7	Canada Dry and Colgate-Palmolive have appointed _____ managers to maintain and protect their brand's images, associations, and quality, and to prevent short-term actions by overeager brand managers from hurting the brand.	A. product line B. service C. brand equity D. brand extension
8	Dummy Questions	A. 1 B. 2 C. 3 D. 4
9	What is the name of an element of advertising strategy?	A. Selecting advertising media B. Sophisticated statistical models C. Setting advertising objectives D. B and C
10	Why does Procter & Gamble offer products that compete with one another on the same supermarket shelves?	A. Different people want a greater selection B. Different people want different mixes of benefits from the products they buy C. Procter & Gamble has little competition D. Retailers request it
11	_____ are key building blocks for developing and managing customer relationship	A. Consumer expectations and customer satisfaction B. Customer choices and product offers C. Product performance and customer value D. Customer value and customer satisfaction E. Strategic plans
12	Exclusive dealing is legal as long as it does not _____ or tends to create a monopoly and as long as both parties enter into the agreement _____ .	A. substantially lessen competition; legally B. restrict trade; voluntarily C. substantially lessen competition; voluntarily D. interfere with competitors; forcefully

13	A company must consider four special service characteristics when designing marketing programs. Which is not one of these characteristics?	A. Instangibility B. Inseparability C. Perishability D. Interactive marketing
14	The marketing information system can serve _____ .	A. the company's marketing managers B. suppliers C. resellers D. marketing services agencies E. all of the above
15	What is our business? Who's our customer? What do our customers value? What should our business be? All these simple-sounding questions define a firm's _____ .	A. objective and goals B. mission statement C. business portfolio D. marketing and functional strategies
16	McDonald's has traditionally been preoccupied with its current businesses and how to keep them going. It has been accused of being complacent when it comes to opportunities in its constantly changing environment _____ involves adapting McDonald's to capitalize upon opportunities in its constantly changing environment.	A. Long-range planning B. Annual planning C. Strategic planning D. Operational planning
17	Which one is the best description of "channel conflict"?	A. There would be too many customers on a company's site at one time B. If a company sells its products or services online, it would be competing with its offline retailers C. It would be hard to find its business online D. The online description of a product would not be convincing enough to close a sale
18	_____ uses buyers' perceptions of what a product is worth, not the seller's cost, as the key to pricing.	A. Value-based pricing B. Target costing C. Variable costs D. Price elasticity
19	A challenge for management in product line pricing is to decide on the price steps between the _____ .	A. various products in a line B. product mixes C. product groupings D. product lines E
20	Your assistant wants to use secondary data exclusively for the current research project. You advise him that the use of secondary data has some potential problems. Which of the following is not one of them?	A. It may not exist B. All of the needed data is rarely available C. It may not be useable D. It is generally more expensive when purchased from the government