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MIDTERM PAPER OF MKT 621 -2009

Question No: 1 (Marks: 1) - Please choose one

Which one of the following tools is more influential for massive target audience to convey a message that is helpful in making a buying decision?

- ▶ Publicity
- ▶ Personal Selling
- ▶ Public relation
- ▶ **Advertising**

Question No: 2 (Marks: 1) - Please choose one

Which of the following product differentiations based on customers' perception can be defined as: “No obvious difference but informs people about the difference”?

- ▶ Perceptible
- ▶ Imperceptible
- ▶ **Induced**
- ▶ Persuasive

Question No: 3 (Marks: 1) - Please choose one

Following are the product differentiations based on customers' perception **EXCEPT:**

- ▶ Perceptible
- ▶ Imperceptible
- ▶ **Persuasion**
- ▶ Induced

Question No: 4 (Marks: 1) - Please choose one

Which one of the following media is more effective to promote agriculture products?

- ▶ **Radio**
- ▶ Internet
- ▶ Newspaper
- ▶ TV

Question No: 5 (Marks: 1) - Please choose one

Which one of the following is the best option available at the decline stage of business cycle?

- ▶ Change the sales force
- ▶ Launch same product in different market
- ▶ **Increase the advertising budget**
- ▶ Appoint new marketing manager

Question No: 6 (Marks: 1) - Please choose one

Intermediaries typically perform all of the following functions **EXCEPT**:

- ▶ Breaking down the bulk quantity into small quantity
- ▶ **Making goods locally available to customers**
- ▶ Providing expert local market knowledge
- ▶ Creating direct communication from the customer to manufacturer

Question No: 7 (Marks: 1) - Please choose one

For a given market, a demand curve is the relationship between _____.

- ▶ **Price and quantity**
- ▶ Price and supply
- ▶ Demand and supply
- ▶ Supply and quantity

Question No: 8 (Marks: 1) - Please choose one

Which one of the following explains the course of a product's sales and profits over its lifetime?

- ▶ **Product Life Cycle**
- ▶ Dynamic Growth Curve
- ▶ Adoption Cycle
- ▶ Sales Chart

Question No: 9 (Marks: 1) - Please choose one

Liana advertising agency (LAA) handles all aspects of the advertising process including planning, design, production, and placement services to its client “Xing Construction Company of China”. LLA is a _____.

- ▶ Creative agency
- ▶ **Full service agency**
- ▶ Composite agency
- ▶ Media Independent agency

Question No: 10 (Marks: 1) - Please choose one

Which one of the following sections of an ad copy provides the main text portion of advertising message?

- ▶ Illustration
- ▶ **Body Copy**
- ▶ Art design
- ▶ Standing Details

Question No: 11 (Marks: 1) - Please choose one

‘Above the line media’ and ‘Below the line media’ are two important terms used in advertising based on promotional techniques. Which of the following is the example of ‘Below the line media’ promotion?

- ▶ TV
- ▶ Radio
- ▶ Cinema
- ▶ **Direct mail**

Question No: 12 (Marks: 1) - Please choose one

Which one of the following methods can be used to determine the advertising budget?

- ▶ **Competitive parity method**
- ▶ Rating method
- ▶ Gross percentage method
- ▶ Ratio method

Question No: 13 (Marks: 1) - Please choose one

In which of the following advertising budget approaches, management decides how much to spend on advertising by ignoring the market reality?

- ▶ Market Share Approach
- ▶ **Top Down approach**
- ▶ Bottom Up Approach
- ▶ Risk Approach

Question No: 14 (Marks: 1) - Please choose one

Which one of the following is the part of post-campaign evaluation in an advertising research?

- ▶ Media Schedule
- ▶ Assess Effectiveness
- ▶ Coincidental Surveys
- ▶ **Brand Tracking**

Question No: 15 (Marks: 1) - Please choose one

Advertisement is communication between sponsor and audience meant for informing or reminding about the product. Which of the following is NOT serving the informing objective of advertisement?

- ▶ Make consumers aware of new product
- ▶ Announcing a new price of product

- ▶ Explaining how a product works
- ▶ **Products are still available for sale**

Question No: 16 (Marks: 1) - Please choose one

After watching the 30-minute infomercial on surf excel, Sana was certain the cleaning product would remove the grape juice stain from her white shirt. In terms of the communication process, Sana had engaged in which of the following process?

- ▶ **Evaluating**
- ▶ Encoding
- ▶ Decoding
- ▶ Messaging

Question No: 17 (Marks: 1) - Please choose one

Which one of the following is **NOT** a component of information process model?

- ▶ Yielding
- ▶ Retention
- ▶ Comprehension
- ▶ **Preferences**

Question No: 18 (Marks: 1) - Please choose one

ROPE is a problem-solving strategy and it stands for:

- ▶ **Research, Objective, Programming, Evaluation**
- ▶ Research, Objective, Problem, Evaluation
- ▶ Research, Objective, Promotion, Evaluation
- ▶ Resource, Objective, Promotion, Evaluation

Question No: 19 (Marks: 1) - Please choose one

Which one of the following defines the basic purpose of promotion?

- ▶ **Information Dissemination**
- ▶ Dissuading Customers
- ▶ Feedback Retrieval
- ▶ Convenience to Customer

Question No: 20 (Marks: 1) - Please choose one

Which one of the following is **NOT** a synonym of Target Audience?

- ▶ Target customer
- ▶ **Disbeliever customers**
- ▶ Target market
- ▶ Focus group

Question No: 21 (Marks: 1) - Please choose one

Which one of the following tools is **NOT** used to decide 'Advertising Reach'?

- ▶ Gross Rating Point (GRP)
- ▶ Program Rating (PR)
- ▶ Targeting Rating Point (TRP)
- ▶ **Competitive Parity Rating (CPR)**

Question No: 22 (Marks: 1) - Please choose one

Which one of the following advertising objectives can be defined to increase company's brand usage rate among existing consumers and encouraging non-users to have trial and / or purchase?

- ▶ Communication objective
- ▶ Sales objective
- ▶ **Behavior related objective**
- ▶ Media planning objective

Question No: 23 (Marks: 1) - Please choose one

In creative process, which one of the following steps helps you to put the problem out of your conscious mind and put the information to do the creative work?

- ▶ Immersion
- ▶ **Incubation**
- ▶ Illumination
- ▶ Verification

Question No: 24 (Marks: 1) - Please choose one

Keep in mind the creative process of advertising, which of the following means; taking the information, working with it and thinking about it in the mind.

- ▶ **Immersion**
- ▶ Incubation
- ▶ Verification
- ▶ Digestion

Question No: 25 (Marks: 1) - Please choose one

Which of the following methods can be used to measure the radio audience?

- ▶ Coverage
- ▶ Number of listeners
- ▶ Timings of programs
- ▶ **All of the given options**

Question No: 26 (Marks: 1) - Please choose one

A printing error in a newspaper advertisement is an example of:

- ▶ Feedback
- ▶ **Noise**
- ▶ Message loop

- ▶ **Carelessness**

Question No: 27 (Marks: 1) - Please choose one

ABC Company manufactures processor and advertises its product for Dell and HP computers. It is an example of which of the following.

- ▶ Interactive Advertising
- ▶ Retail or Local Advertising
- ▶ **Institutional Advertising**
- ▶ Business to Business Advertising

Question No: 28 (Marks: 1) - Please choose one

Which of the following is the process of identifying groups of customers with basically similar wants, needs, preferences or buying behaviors?

- ▶ Profiling
- ▶ Positioning
- ▶ **Segmentation**
- ▶ Targeting

Question No: 29 (Marks: 1) - Please choose one

"Technological advances, shifts in consumer tastes and increased competition can reduce the demand of a product". This threat can arise mostly in which of the stages of PLC (Product Life Cycle)?

- ▶ Introduction
- ▶ Growth
- ▶ Maturity
- ▶ **Decline**

Question No: 30 (Marks: 1) - Please choose one

At which of the following stages in the product life cycle, the sales growth starts to slow down?

- ▶ Introduction
- ▶ Growth
- ▶ Maturity
- ▶ **Decline**

Question No: 31 (Marks: 5)

Every product has tenure in a market, some products occupy the market and some are obsolete. Keeping product life cycle in mind, explain the stages of product life cycle and give the example of any product that are near to decline or obsolete.

Solution: There are four stage of product life cycle:

1. Introduction: In this stage product is manufacture and introduce in the market . The resources are utilized and the expenses are involved. No return even it adds to advertising expenses. The sale is at zero and no demand at all. Due to lot of other product or services in the market .

2. Growth: At this stage the graph of sale rises up step by step as the product creates its own place in the market and customers start purchasing it . the sale increases. Product becomes familiar to the customer. Consumer starts attesting the utility of product.

3.Maturity In this stage the product or service in the markets starts getting it s proper market share and the sale at this stage is at it speak. The graph of sale it right at the top of the graph. The product enjoys lot of demand and sale is at it its maximum point .

4.Decline; At this stage the sale and demand both decrease to its minimum. Due to many reasons . It may be new technology introduce by the competitors and ours is old . The taste changes of consumers and the competition increase. At this stage the graph comes down.

The advent of new mobile technology the communication system previously used like wireless telephony and telephoneic communication are passing through stages to decline.

Question No: 32 (Marks: 10)

The process which determines what place will be occupied in the given market with the ongoing products is called positioning. Explain different ways to position a product, service and idea with the help of example.

Solution: There are nine steps involved in positioning strategy:

- 1: Identify the competitor
2. The competitor is how know and perceived by the competitor
3. visualize the strategy used by the competitor or competitors either same product or service
4. Try to understand customer thoroughly
5. Try and think about different positioning strategies available.
6. Thin about the position which is vacant and not used.
7. check and evaluate your own strength and weakness.
8. No select the position.
9. monitoring and evaluation of the position:

segmentation is of important . It must be kept in mind . the measures to have economic analysis is suitable for the purposes. If feel suitable have advertising for the product or service and advertising theme should be sufficed. It is advised by the strategist to use symbols. Do not pose some thing what you are not.

There are three important components of positioning:

- 1 **Benefit :** reason to purchase
- 2 **Target :** **potential customer**
- 3 **Competition:** anyone else in the market who is doing the same business and confronting same customer.

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