



IBPS SO MAINS MARKETING

Previous Paper
-Held on 30th
January 2022-

IBPS SO MARKETING MAINS PREVIOUS PAPER

-Held on 30th January 2022-

Q1. Which of the variables is not used by marketers for Demographic segmentation?

- a) Age
- b) Income
- c) Gender
- d) **Poverty**
- e) None of these

Explanation:



Q2. In marketing terms, "QSP" stands for which of the following?

- a) **Quality, Service and Price**
- b) Quality, Service and Product
- c) Quality, Sales and Product
- d) Quality, Sales and Prices
- e) None of these

Explanation:



Q3. Which is the appropriate pricing strategy for a new product to be introduced in the market?

- a) Cost-plus Pricing
- b) Skimming/Penetrating Pricing**
- c) Value- Based Pricing
- d) Competitive Pricing
- e) None of these

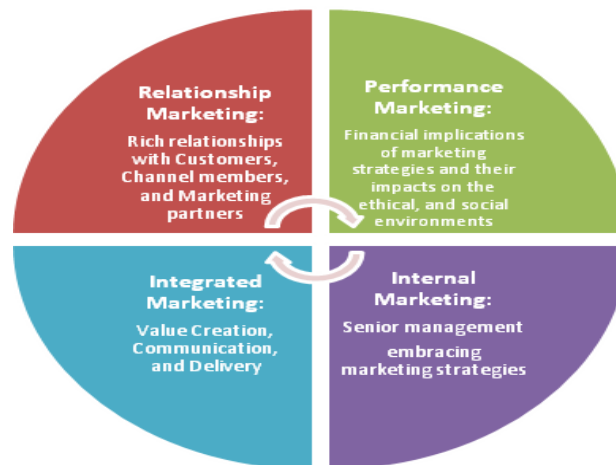
Explanation:

- **Cost-plus Pricing**— Simply calculating your costs and adding a mark-up.
- **Competitive Pricing**—Setting a price based on what the competition charges.
- **Value-Based Pricing**—Setting a price based on how much the customer believes what you're selling is worth.
- **Price Skimming**—Setting a high price and lowering it as the market evolves.
- **Penetration Pricing**—Setting a low price to enter a competitive market and raising it later.

Q4. Which of the following is not included in 'Holistic marketing'?

- a) Internal Marketing
- b) Integrated Marketing
- c) Performance Marketing
- d) Financial Marketing**
- e) None of these

Explanation:



Q5. The set of benefits that a company offers to its customers for satisfying their needs is known as _.

- a) Product Proposition
- b) Value Proposition**
- c) Price Proposition
- d) Both a and c
- e) None of the above

Explanation:

- A **Value Proposition** refers to the value a company promises to deliver to customers should they choose to buy their product. A value proposition can be presented as a business or marketing statement that a company uses to summarize why a consumer should buy a product or use a service.

Q6. A change in an individual's behavior prompted by information and experience refers to which one of the following concept?

- a) Learning**
- b) Role Selection
- c) Perception
- d) Motivation
- e) None of these

Explanation:

- Learning is the process of acquiring new, or modifying existing, knowledge, behaviors, skills, values, or preferences.
- Learning is defined as a change of behavior following an interaction between a person and their environment. Most behaviors, attitudes, preferences, values, feelings, and symbolic meanings are acquired through learning.

Q7. Under which of the following company orientations towards the marketplace would we expect to get 'better economical' fallacy?

- a) Marketing concept
- b) Holistic marketing concept
- c) Production concept**
- d) Selling concept
- e) Product concept

Explanation:



Q8. Whether to sell via intermediaries or directly to consumers and operate through which channel are all part of which of the following?

- Price
- Promotion
- Distribution**
- Product
- None of these

Explanation:

- These are examples of decisions marketers that they must make about Distribution. **Distribution** means the process by which we make the goods or the service available to the end consumer. Generally, the place of production is not the same as the place of consumption. So the goods have to be distributed to overcome the barrier of place.

Q9. Strategy of introducing new product in existing market is classified as?

- Market development
- Market penetration
- Product Development**
- Diversification
- None of these

Explanation:

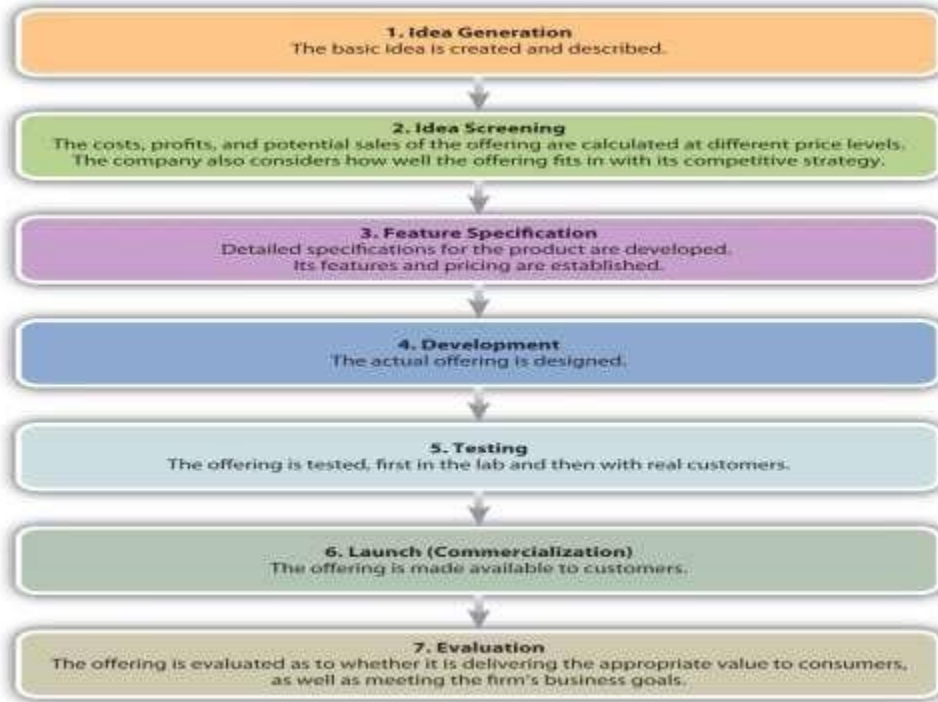
- The creation of products with new or different characteristics that offer new or additional benefits to the customer. **Product development** may involve modification of an existing product or its presentation, or formulation of an entirely new product that satisfies a newly defined customer want or market niche.

Q10. Process of introducing a new product into market is called _____.

- Commercialization**
- Market Testing

- c) Free Test Markets
- d) Uncontrolled Test Markets
- e) None of these

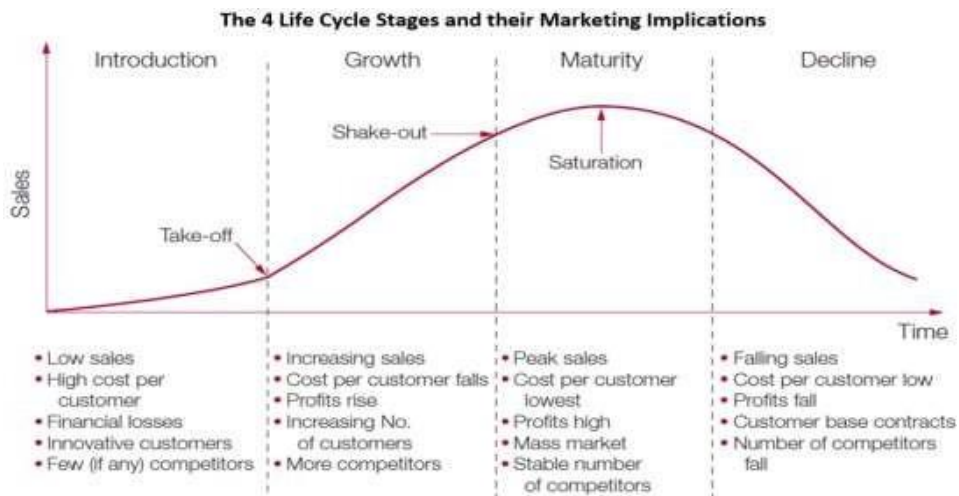
Explanation:



Q11. Which of the following stage has low sales in Product Life Cycle?

- a) Introductory Stage
- b) Maturity Stage
- c) Growth Stage
- d) Decline Stage
- e) None of these

Explanation:



Q12. In _____, consumers may share a strong need that cannot be satisfied by an existing product.

- a) Negative Demand
- b) Latent Demand**
- c) Declining Demand
- d) Irregular Demand
- e) None of these

Explanation:

- A. Negative Demand-** is a type of demand which is created if the product is disliked in general. The product might be beneficial but the customer does not want it.
- B. Latent Demand-** Latent Demand is basically the opposite of Effective Demand. Latent Demand (Induced Demand) occurs when the want or desire is of which a customer/consumer is unable to satisfy. Whether it is due to lack of information about the availability or lack of money.
- C. Declining Demand-** A situation that occurs when potential buyers of a product start to purchase it less often or stop purchasing it altogether. A business operator might ask their marketing staff for a more detailed market analysis if they perceived a situation of declining demand for one or more of their key products.
- D. Irregular Demand-** is the state of demand in which demand for the product experiences variations (ups and downs) continuously. For any reason, demand is fluctuating. There are many products, which have irregular demand.

Q13. The way consumers perceive an actual or potential product is called as _____ ?

- a) Product Image**
- b) Product Idea
- c) Product Form
- d) Product Concept
- e) None of these

Explanation:

- **Product Image** is very similar to brand image. The perceptions and the mental image associated with the product is called the product image. It is a set of beliefs related to a specific product. It signifies what the product currently stands for.

Q14. A _____ is an organized collection of detailed information about individual customers or prospects that is accessible, actionable and current for marketing purposes such as lead generation and others.

- a) Customer Database**
- b) Customer Mailing List
- c) Business database
- d) Both b and c
- e) None of the above

Explanation:

- A **Customer Database** is the collection of information that is gathered from each person. The database may include contact information, like the person's name, address, phone number, and e-mail address. The database may also include past purchases and future needs.

Q15. In buyer decision process, percentage of potential customers in a given target market is called _____ ?

- a) Customer Funnel

- b) Company Funnel
- c) **Marketing Funnel**
- d) Retailers Funnel
- e) None of these

Explanation:

- A marketing funnel is a system that provides the right solution at every step of the customer journey. The better it keeps track of customer data and the more automated it is, the more successful it will be at driving results.

Q16. _____ is the study of how individuals, groups and organizations select, buy, use and dispose off goods, services, ideas or experiences to satisfy their needs and wants.

- a) **Consumer Behaviour**
- b) Product Cycle
- c) Purchase Behaviour
- d) Both b and c
- e) None of the above

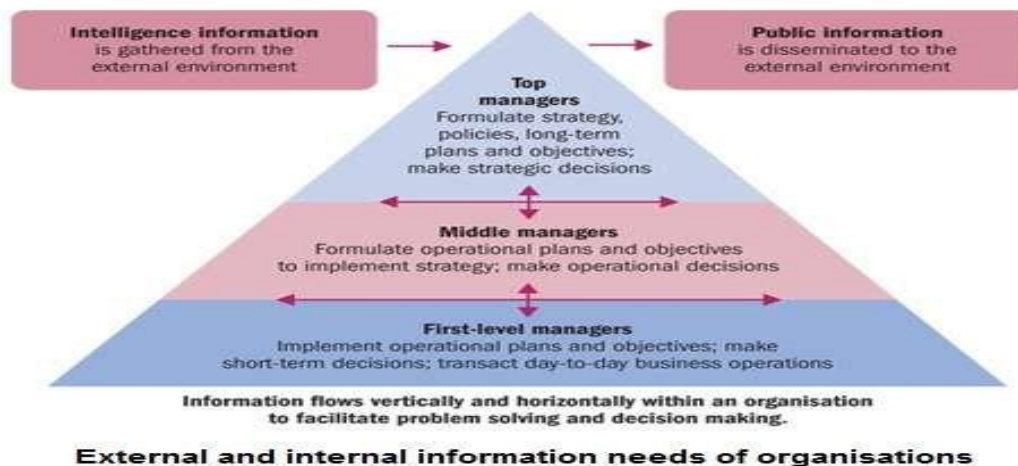
Explanation:

- **Consumer Behaviour** is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions.

Q17. Decision makers who are concerned with tactical (short-term) operational problems and decision making are ?

- a) **Middle Managers**
- b) Executive Managers
- c) Supervisors
- d) Top Level managers
- e) None of these

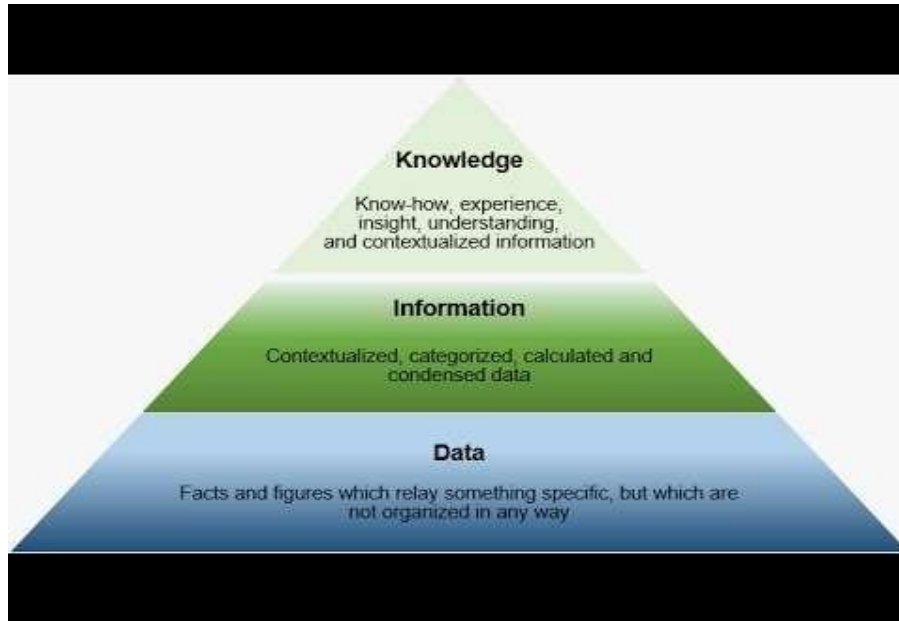
Explanation:



Q18. The general Transformation cycle for information is:

- a) Information to data to knowledge
- b) Knowledge to data to information
- c) Data to knowledge to information
- d) Data to information to knowledge**
- e) None of these

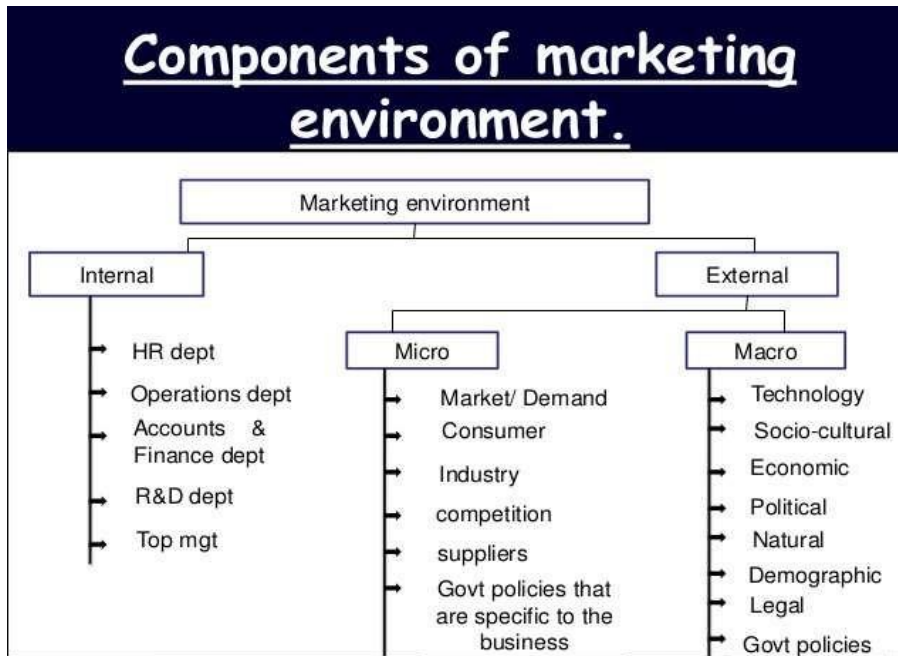
Explanation:



Q19. Monitoring the legal constraints which a company operates under requires review of:

- a) A company's customers
- b) A company's outputs
- c) A company's macro-environment**
- d) A company's micro-environment
- e) None of these

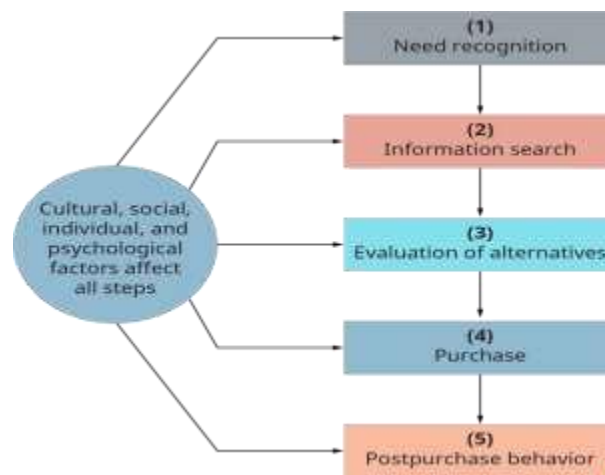
Explanation:



20. Mr. Lopez buys goods and services for use in the production of products that are sold and supplied to others. Mr. Lopez is involved in_.

- a) Consumer Buying Behaviour
- b) Post-purchase Dissonance
- c) Retail Buyer Behaviour
- d) Business Buyer Behaviour**
- e) None of these

Explanation:



Q21. An employee for Acme, Inc., has been asked to carry out an assignment that she believes is wrong. This situation can be classified as _____ ?

- a) Ethical
- b) Unethical
- c) An Ethical Issue
- d) A Dilemma**
- e) None of these

Explanation:

- A **dilemma** is a difficult situation in which you have to choose between two or more alternatives.

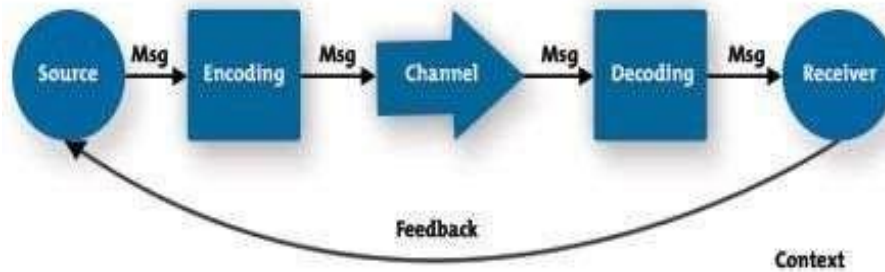


Q22. The _____ in the communication process is the medium that the sender uses to transmit the message to the receiver.

- a) Channel**
- b) Noise
- c) Feedback
- d) Coding
- e) None of these

Explanation:

- The **Communication** is a two-way **process** wherein the message in the form of ideas, thoughts, feelings, opinions is transmitted between two or more persons.



Q23. _____ refers to donating funds to an organization or event in exchange for supportive association in order to generate publicity.

- Sponsorship
- Publicity
- Advertising
- Sales promotion
- None of these

Explanation:

- **'Sponsorship'** is a form of promotion, often considered PR, where a firm provides support for an event, venture, organization, person or charity by providing money or other resources in order to obtain positive publicity.
- It is an increasingly common form of promotional activity. This is usually in return for advertising space at the event or as part of the publicity for the event.

Q24. A portion of a population that is selected by some probability mechanism for the purpose of investigating the properties of the population is known as_.

- Sample
- Universe
- Frame
- Model
- None of these

Explanation:

- A sample is a group of people, objects, or items that are taken from a larger population for measurement. The sample should be representative of the population to ensure that we can generalize the findings from the research sample to the population as a whole.

Q25. _____ includes the activities of human resources planning, recruitment,

selection, orientation, training, performance appraisal, compensation, and safety in an organization.

- a) Public Relations
- b) Sales Promotion
- c) Marketing
- d) Human Resource Management**
- e) None of these

Explanation:

- **Human Resource Management** (HRM or HR) is the strategic approach to the effective management of people in a company or organization such that they help their business gain a competitive advantage. It is designed to maximize employee performance in service of an employer's strategic objectives.
- **Public Relations (PR)** is the practice of deliberately managing the spread of information between an individual or an organization (such as a business, government agency, or a nonprofit organization) and the public.
- **Sales Promotion** is the process of persuading a potential customer to buy the product. Sales promotion is designed to be used as a short-term tactic to boost sales. Like lucky draw, discounts, rebate etc.

Q26. Which of the following is NOT the part of Porter's Five forces model?

- a) Rivalry
- b) Substitutes
- c) Complementary Products**
- d) New Entrants
- e) None of these

Explanation:



Q27. Which of the following terms is best described as being "paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience"?

- a) Personal Selling
- b) Public Relations
- c) Advertising**
- d) Interactive Marketing
- e) None of these

Explanation:

- **Advertising** is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are typically businesses wishing to promote their products or services.

Q28. The _____ is the person who shapes and sculpts the words in an

advertisement.

- a) Creative director
- b) Linguist
- c) **Copywriter**
- d) Layout Specialist
- e) None of these

Explanation:

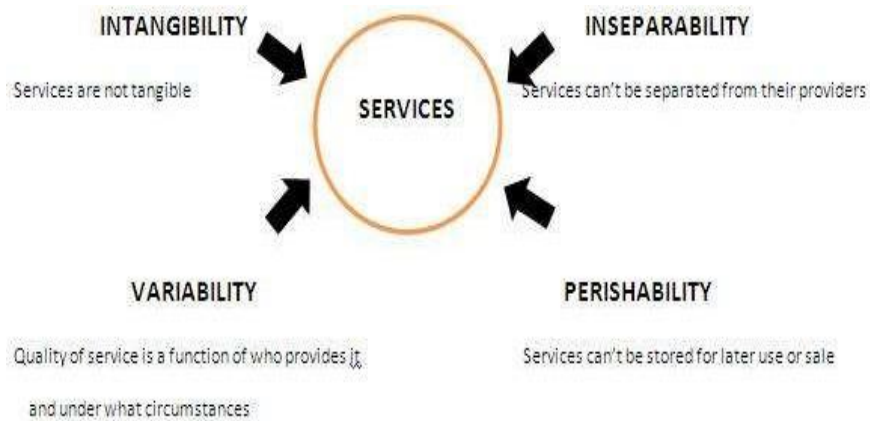
- **Copywriting** is the process of writing advertising promotional materials. **Copywriters** are responsible for the text on brochures, billboards, websites, emails, advertisements, catalogs, and more. This text is known as “copy.”
- **Linguist** is someone who studies language. Linguists study every aspect of language, including vocabulary, grammar, the sound of language, and how words evolve over time. The study of language is called linguistics, and people who study linguistics are linguists.
- **Creative directors** are the creative leads at advertising and marketing companies, working with designers, artists, copywriters, sales teams and marketers to create a vision for products sold. Creative directors plan advertising, oversee the creative process and give guidance to the creative people that work under them.

Q29. Chimney Sweeps employs people to clean fireplaces and chimneys in homes and apartments. The firm is primarily the marketer of which one of the following?

- a) An Image
- b) **A Service**
- c) Goods
- d) An idea
- e) None of these

Explanation:

- A **service** is a means of delivering value to customers by facilitating outcomes customers want to achieve without the ownership of specific costs and risks.”



Q30. Listing pros & cons and determining the characteristics of each occurs during which stage of the final consumer's decision process?

- a) Information search
- b) Purchase
- c) **Evaluation of alternatives**

- d) Post purchase
- e) None of these

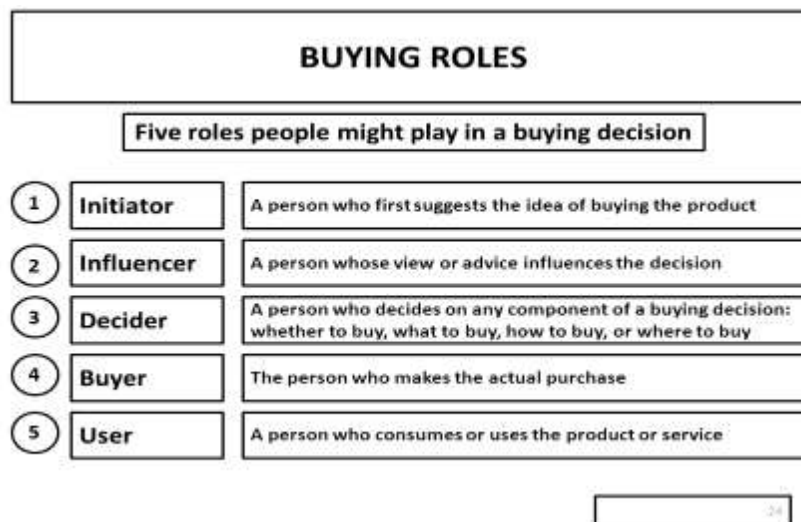
Explanation:



Q31. In the buying decision process, what is the term used for a person who first suggests buying the product or service?

- a) Influencer
- b) Initiator**
- c) Decider
- d) Buyer
- e) None of these

Explanation:



Q32. If a company wishes to test its positioning strategy, advertising, distribution, pricing, branding, packaging and budget levels, it can do so during which of the following stages of the new-product development process?

- a) Commercialization
- b) Concept testing
- c) Product Development
- d) Test Marketing**
- e) None of these

Explanation:

- **Test marketing** is an experiment conducted in a field laboratory (the test market) comprising of actual stores and real-life

buying situations, without the buyers knowing they are participating in an evaluation exercise.

Q33. The set of benefits that a company offers to its customers for satisfying their needs is known as ?

- a) Product Proposition
- b) Value Proposition**
- c) Price Proposition
- d) Both a and c
- e) None of the above

Explanation:

- A **Value Proposition** refers to the value, a company promises to deliver to customers that whether they should choose to buy their product. A value proposition can be presented as a business or marketing statement that a company uses to summarize why a consumer should buy a product or use a service.

Q34. _____ recognizes that "Everything Matters"• with marketing and that a broad, integrated perspective is often necessary.

- a) The Production Concept
- b) The Product Concept
- c) The Holistic Marketing Concept**
- d) The Selling Concept
- e) None of these

Explanation:



Q35. Michael Porter of Harvard has proposed _____ as a tool for identifying the ways to create more customer value.

- a) Product Chain
- b) Value Chain**
- c) Supply Chain
- d) Both a and c
- e) None of the above

Explanation:

- A **Value chain** is a business model that describes the full range of activities needed to create a product or service. The purpose of value-chain analysis is to increase production efficiency so that a company may deliver maximum value for the least possible cost.

Q36. If Videocon, engineers its washing machines to spin the clothes faster regardless of whether or not customers want that speed, then it is part of which of the following?

- a) Production concept
- b) Selling Concept
- c) Marketing Concept
- d) **Product Concept**
- e) None of these

Explanation:



Q37. If the aim of the promotion is to introduce a new consumer product is to achieve high awareness levels, the firm will most likely make use of _____ in the promotional mix.

- a) **Advertisement**
- b) Personal selling
- c) Publicity
- d) Sales Promotion
- e) None of these

Explanation:

- An **advertisement** (or "ad" for short) is anything that draws good attention towards these things. It is usually designed by an advertising agency for an identified sponsor, and performed through a variety of media. Ads appear on television, as well as radio, newspapers, magazines and as billboards in streets and cities.

Q38 _____ portrays the "whole person" interacting with his or her environment.

- a) Attitude
- b) Reference group
- c) **Lifestyle**
- d) Culture
- e) Subculture

Explanation:

- **Lifestyle marketing** is a process of establishing relationships between products offered in the market and targeted lifestyle groups. Lifestyle is an integrated system of a person's attitudes, values, interests, opinions and his overall behaviour.

Q39. Which of the following may be required to be adjusted in Product mix to achieve sales goals?

- Diversification
- Market Penetration
- Product Development
- Market Development
- All of these**

Explanation:

- **Product diversification** is the practice of expanding the original market for a product. This strategy is used to increase the sales associated with an existing product line, which is especially useful for a business that has been experiencing stagnant or declining sales.
- **Market Penetration** refers to the successful selling of a product or service in a specific market. It is measured by the amount of sales volume of an existing good or service compared to the total target market for that product or service.
- **Product Development** may involve modification of an existing product or its presentation, or formulation of an entirely new product that satisfies a newly defined customer want or market niche.
- **Market Development** is a growth strategy that identifies and develops new market segments for current products.

Q40. According to Abraham Maslow's Need Hierarchy Theory, which of the following needs does not belong to the fourth level?

- Self Confidence
- Self-Respect
- Power and control
- Belongingness**
- Appreciation and applause

Explanation:

Maslow's hierarchy of needs

Q41. The BCG's Growth Share matrix uses _____ and _____ of market growth as criteria to make investment decisions.

- a) Relative market share and quarterly rate
- b) Relative market share and annual rate**
- c) Absolute market share and annual rate
- d) Absolute market share and quarterly rate
- e) None of these

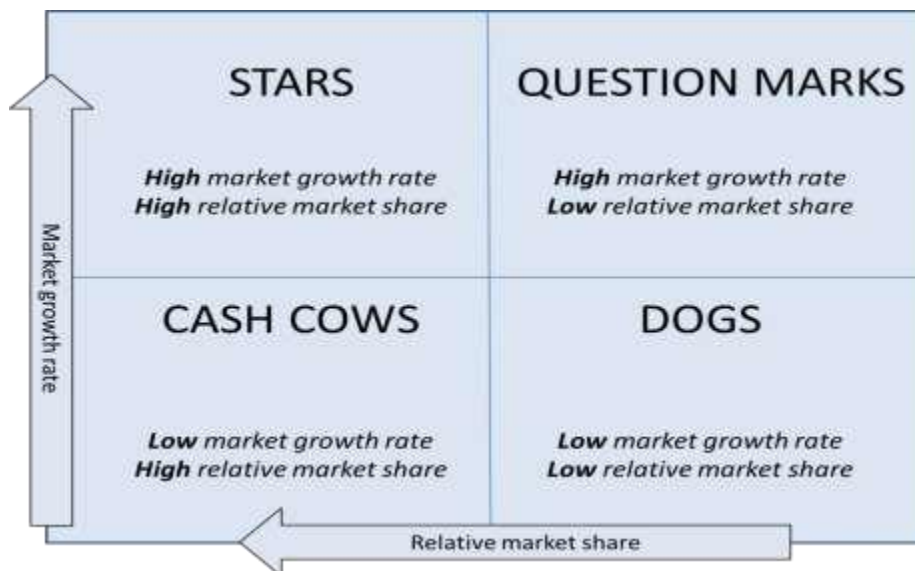
Explanation:

- **Absolute market** share shows how much room for growth there is in the market overall, while **relative market share** suggests which competitors might have customers vulnerable to a shift. Both absolute and relative market share measurements often are compared from year to year in order to measure trends.

Q42. A particular business unit operates in a low growth, mature market in which it has a large market share. What term is used in the BCG Matrix for this business?

- a) Ballast
- b) Cash Cow**
- c) Star
- d) Harvest/Divest
- e) None of these

Explanation:



Q43. Process of managing information about customers to maximize loyalty is said to be_.

- a) Company Relationship Management
- b) Supplier Management
- c) Retailer's Management
- d) Customer Relationship Management
- e) None of these

Explanation: Customer relationship management (CRM) is an approach to manage a company's interaction with current and potential customers. It uses data analysis about customers' history with a company to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth.

Q44. Who among the following described Strategic Marketing as the "link between society's needs and its pattern of Industrial response"?

- a) Peter Drucker
- b) Michael Porter
- c) Philip Kotler
- d) Paul Graham
- e) Naresh K. Malhotra

Explanation: According to Philip Kotler, Strategic Marketing is the link between a society's needs and its pattern of Industrial Response.

Q45. In the absence of a physical product, service providers need to consider the use of that enable customers to make a judgment on the service quality.

- a) Intangible Clues
- b) Tangible Clues
- c) Blueprint
- d) Performance Measures
- e) None of these

Explanation: Tangible clues in services is the appearance of their workers based on their uniform that smart appearance that makes the consumer know about them and want to get their services.

Q46. Which of the following is the plan for differentiating the firm from its competitors in consumer eyes is firms ?

- a) Communication Mix
- b) Positioning Strategy
- c) Publicity
- d) Target Marketing
- e) None of these

Explanation:



- A Positioning Strategy is when a company chooses one or two important key areas to concentrate on and excels in those areas. An effective positioning strategy considers the strengths and weaknesses of the organization, the needs of the customers and market and the position of competitors.
- A market Segmentation strategy organizes your customer or business base along demographic, geographic, behavioral, or psychographic lines—or a combination of them. Market segmentation is an organizational strategy used to break down a target market audience into smaller, more manageable groups.
- The selection of potential customers to whom a business wishes to sell products or services. The Targeting strategy involves segmenting the market, choosing which segments of the market are appropriate, and determining the products that will be offered in each segment.

Q47. Differentiation approaches such as competence, courtesy, reliability and responsiveness are forms of_.

- a) Product Differentiation
- b) Personnel Differentiation**
- c) Image Differentiation
- d) Service Differentiation
- a) None of these

Explanation:

- Personnel Differentiation refers that the corporation obtains differential advantage through hiring and training staff better than competitors.
- Product Differentiation is the process of distinguishing a product or service from others, to make it more attractive to a particular target market. This involves differentiating it from competitors' products as well as a firm's own products.
- Image Differentiation. as a source of competitive advantage, a company may differentiate itself from its competitors by image; the particular image or 'personality' it acquires is created by its logo and other symbols, its advertising, its atmosphere, its events and personalities.
- Service Differentiation is the design and delivery of a service to have unique and valuable characteristics relative to other services in the market.

Q48. Which of the following answers the question: 'Where does the organisation aspire to be in the future?'

- a) Mission Statement
- b) Core Values
- c) Vision Statement
- d) Objectives
- e) None of these

Explanation:

- A Vision Statement is a declaration of an organization's objectives, intended to guide its internal decision-making. A vision statement is not limited to business organizations and may also be used by non-profit or governmental entities.
- A Mission statement is a short statement of why an organization exists, what its overall goal is, identifying the goal of its operations: what kind of product or service it provides, its primary customers or market, and its geographical region of operation.

- Core values are the fundamental beliefs of a person or organization. These guiding principles dictate behaviour and can help people understand the difference between right and wrong. Core values also help companies to determine if they are on the right path and fulfilling their goals by creating an unwavering guide.

Q49. What name is given to the process of divulging information to outside bodies when a person believes that their organisation is failing in its corporate social responsibility?

- a) Showing Enlightened self-interest
- b) Social Auditing
- c) Legitimizing
- d) Whistle-Blowing
- e) None of these

Explanation: Whistle-Blowing is the act of telling the authorities or the public that the organization you are working for is doing something immoral or illegal. It means calling attention to wrongdoing that is occurring within an organization.

Q50. Which of the following is NOT an objective of Pricing?

- a) Profit
- b) Market share
- c) Satisfaction
- d) Survival
- e) Product Quality

Explanation: Satisfaction is driven through product quality and specification rather than pricing. Other four parameters represent the objective of pricing.