

**DEBRE BERHAN UNIVERSITY**  
**DEPARTMENT OF MARKETING MANAGEMENT**  
**MODEL EXIT EXAMINATION**

**Name:**\_\_\_\_\_ **ID:**\_\_\_\_\_

**Part II Multiple Choice (1 pts each)**

**Choices the best answer (s) and write your answer on the answer sheet attached in uppercase.**

- 1. Customers expectation could be aroused from all **except****
  - A. From what he/she have heard from friends
  - B. From what the customers know in previous purchase of services
  - C. From the customers personal need
  - D. From his/her unconscious part of the brain
- 2. The seat in a theatre, train, plane or ferry is rented on a temporary basis in exchange for a fee. The terms associated with the rental of the seat determine the time and use or experience to which the seat can be put. However, the seat remains the property of the theatre owner, rail operator, airline or Ferry Company. This is referred to as:**
  - A. Separability
  - B. Lack of ownership
  - C. Tangibility
  - D. Variability
- 3. All of the following is sources of adequate service expectations **except****
  - A. Personal Need
  - B. Perceived Service Alternatives
  - C. Situational Factors
  - D. Predicted Service
- 4. Which form of fairness can dominate the others if customers feel the company and its employees have uncaring attitudes and have done little to try to resolve the problem?**
  - A. Interaction fairness
  - B. Procedural fairness
  - C. Policies fairness
  - D. Process fairness

5. In developing a product after identifying consumers what are basic issues needs to be considered.
- A. Identify packages only
  - B. Identify levels of product
  - C. Identify competitors' capacity
  - D. Design distribution strategy
6. In analyzing market opportunity what basic issues need to be studied.
- A. Physical and virtual location of the consumer
  - B. Financial capacity of the government
  - C. Foreign government capacity
  - D. The amount of rain
7. Which pricing strategy is true?
- A. Prestige pricing; higher price for temporary
  - B. Penetration pricing; lower price for temporary
  - C. Skimming; higher price for permanent
  - D. Promotional price, lower price for temporary
8. In deciding promotion strategy besides selecting promotional mix what else should the marketer needs to understand?
- A. Access to media by the consumer
  - B. Access of product by the consumer
  - C. Cost of production
  - D. Cost of supply
9. \_\_\_\_\_ is defined as the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world.
- A. Knowledge
  - B. Perception
  - C. Motivation
  - D. Attitude
10. \_\_\_\_\_ is/are the immediate and direct response of the sensory organs to stimuli.
- A. Sensory receptors
  - B. Sensory input
  - C. Sensory adaptation
  - D. Sensation

11. A(n) \_\_\_\_\_ consists of the activities people are expected to perform according to the persons around them.
- A. Role
  - B. Attitude
  - C. Status
  - D. Behavior
12. A \_\_\_\_\_ is a person's pattern of living as expressed in his or her activities, interests, and opinions.
- A. Role
  - B. Status
  - C. Position
  - D. Lifestyle
13. A major manufacturer of software launched an e-reader, but withdrew it after 180 days of uninspiring sales. Demand for the product can be classified as
- A. Negative Demand
  - B. No Demand
  - C. Falling Demand
  - D. Latent Demand
14. Hameriasa edible oil factory has decided to distribute oil products to different parts of the country by adding some minerals that is not found in other oil brands. Which philosophy does the company is utilizing?
- A. Marketing philosophy
  - B. Product philosophy
  - C. Selling philosophy
  - D. Societal philosophy
15. Ethio-telecom has decided to stop sales of any more SIM cards for customers and reduce the daily promotion since the numbers of its customers are over its capacity, until the network expansion is completed. Which of the following is correct?
- A. Negative demand
  - B. No demand
  - C. overfull demand
  - D. Latent demand

**16.** Which of the following statements is **correct**?

- A. Marketing is the term used to refer only the sales function within a firm
- B. Marketing managers don't usually get involved in production or distribution decisions
- C. Marketing is an activity that considers only the needs of the organization; not the needs of society as a whole
- D. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers.

**17.** When the government of Ethiopia decided to devalue the Ethiopian Birr, it is to make encouragement in exports and discourage imports. However, companies in the country could not produce much since they lack knowhow of effective production and operation of machineries with that the living expense is high. Within the macro-environment, which causes expensive living in the country:

- A. Political forces
- B. Economic force
- C. Sociocultural force
- D. Technological force

**18.** Which of the following the consultant is best described by?

- A. Marketing Service Agency
- B. Government Public
- C. Government Intermediary
- D. Regulatory Body

**19.** Ayida is a marketer for a global consumer products company. She is working on a promotional campaign designed to reach a target audience in a new international market. Ayida is working hard to make sure that the promotional campaign is clearly understood by the nation's consumers and doesn't offend anyone. By which of the factors in the external environment is he being influenced?

- A. Economic Environment
- B. Political Environment
- C. Socio-Cultural Environment
- D. Competitive Environment

**20.** Which of the following pricing strategy is the value of a good is equal to what the market is willing to pay?

- A. Free pricing strategy
  - B. Dynamic pricing
  - C. Price versioning
  - D. Bundling
- 21.** E-commerce is unique for the following reasons except
- A. Ubiquity
  - B. Universal Standards
  - C. Instability
  - D. Interactivity
- 22.** Which of the following is not limitation of e-commerce?
- A. Security issues are yet to be improved
  - B. Telecommunication bandwidth is insufficient
  - C. Software-hardware compatibility issues
  - D. Detailed product information
- 23.** Western union announced that it has arranged a contest full of attractive prizes for customers who involve in money transfer with in thirty days. This refers to
- A. Advertising
  - B. Personal selling
  - C. Sales promotion
  - D. Publicity
- 24.** What type of advertising points out a brand's uses, features, and advantages that benefit consumers but may not be available in other brands?
- A. Reminder advertising
  - B. Reinforcement advertising
  - C. Competitive advertising
  - D. Defensive advertising
- 25.** Which of the following is not an example of persuasive advertising?
- A. Changing customers perceptions about product attributes
  - B. Explaining how the product works

- C. Persuading customers to receive a sales call
- D. Encouraging the customers to purchase now

**26.** The basic objective of PR is to:

- A. Stimulate immediate sales
- B. Create positive image in the public
- C. Create awareness about the product
- D. Reduce cost

**27.** \_\_\_ is an individual or firm authorized to act on behalf of another, such as by executing a transaction or selling.

- A. Distributor
- B. Manufacturer
- C. Agent
- D. Manager
- E. All

**28.** Among the following which statement is correct about franchising?

- A. Well established business
- B. Needs limited investment
- C. Easy entry in new markets
- D. Separates labor and specialization

**84.** A face-to-face interaction with one or more prospective purchasers for the purpose of making presentations, answering questions and processing orders is;

- A. Sales promotion
- B. Advertising
- C. Personal selling
- D. Publicity

**29.** Which one of the following refers all the augmentations and transformations a product might undergo in the future;

- A. Augmented product
- B. Potential product
- C. Generic product
- D. Expected product

30. \_\_\_\_\_ occur when a person absorbs or learns the culture in which he or she is raised.
- A. Enduring
  - B. Acculturation
  - C. Dynamics
  - D. Enculturation
31. A name, term, symbol, sign, or design used by a firm to differentiate its offerings from those of its competitors is called;
- A. Packaging
  - B. Trade mark
  - C. Brand
  - D. Trade secret
32. Companies in one of the following stages of international marketing involvement treat the world, including their home markets, as one market.
- A. Global marketing
  - B. International marketing
  - C. Regular foreign marketing
  - D. Infrequent foreign marketing
33. “The inclusion of additional features, benefits, attributes or related services that serve to differentiate the product from its competitors “is refers to;
- A. Augmented product
  - B. Potential product
  - C. Generic product
  - D. Expected product
34. A written commitment to pay, by a buyer's or importer's bank to the seller's or exporter's bank.
- A. Invoice letter
  - B. Letter of recommendation
  - C. Cash in advance
  - D. Letter of credit
35. \_\_\_\_ is one of the elements of the promotional mix which is a short-term incentive to initiate trial or purchase.
- A. Trade fair and exhibition
  - B. Publicity
  - C. Personal selling
  - D. Sales promotion

- 36.** A strategy sets a low initial price in order to enter the market quickly and deeply to attract a large number of buyers quickly to gain market share is;
- A. Price skimming
  - B. Break-even pricing
  - C. Market penetration pricing
  - D. Competitor based pricing
- 37.** \_\_\_\_\_ is a practice of intentionally selling at a loss in another country in order to increase its market share at the expense of domestic producers.
- A. Predatory Dumping
  - B. Unintentional Dumping
  - C. Antidumping Duty
  - D. Countervailing Duties
- 38.** In a research topic “The impact of product quality on the sales volume of soft drink products”, which one is the dependent variable?
- A. Product quality
  - B. Soft drink products
  - C. Impact
  - D. Sales Volume
- 39.** \_\_\_\_\_ consists of the boundaries the research has established for the study in terms of either geographic boundaries, a segment of the universe, or a time period.
- A. Executive summary
  - B. Scope of the study
  - C. Problem statement
  - D. Literature review
- 40.** \_\_\_\_\_ delineate the aim which the inquirer seeks to bring about as a result of completing the research undertaken.
- A. Problem statement
  - B. Objectives of the study
  - C. Research methodology
  - D. Research question



41. Under \_\_\_\_\_ sampling only the first unit of the sample is selected at random and the remaining units are selected at fixed/skipping/nth intervals.
- A. Simple random sampling
  - B. Cluster Sampling
  - C. Systematic Sampling
  - D. Stratified sampling
42. This business-to-business pricing approach seeks to understand customers' needs before pricing the offering according to those needs in order to generate a long-term relationship. This is referred to as:
- A. Geographical pricing.
  - B. Discount pricing.
  - C. Relationship pricing.
  - D. Value-in-use pricing.
43. The process commences at corporate level. Here the organization sets out its overall mission, purpose, and values.
- A. Researching
  - B. Strategic planning
  - C. Controlling
  - D. Managing
44. Blue bird textile manufacturing company which is a multinational company set an objective stating "Become one of the top three brands in our industry named among consumers by the end of 2020 G.C." Which of the following criteria lacks the objective to be effective?
- A. Time limit
  - B. Specificity
  - C. Reliability
  - D. Measurability
45. Sheger Bus research and development team has provided information for the buying unit to purchase additional double deck buses by adding adjustments to the speed of previously purchased buses. What buying situation does the company follow
- A. Market needs analysis
  - B. Portfolio analysis
  - C. Organizational analysis
  - D. Change in supplier
46. Three broad types of B2B organizations are identified:
- A. Domestic, regional and international organizations.
  - B. Small, medium and large enterprises.
  - C. Commercial, government and institutional organizations.
  - D. Small companies, large enterprises and not-for-profit organizations.

- 47.** Which of the following is not part of the external marketing environment?
- A. Political
  - B. Product
  - C. Legal
  - D. Socio-cultural
- 48.** Each organization is part of a network of other organizations such as suppliers; value added resellers, distributors, and other resellers, who join together, often freely, to make the product or service available to end users. This is referred to as:
- A. Stakeholders.
  - B. Customers.
  - C. Channel members.
  - D. Community.
- 49.** This form of promotion is complete printed information about a product design for demonstration work
- A. Industrial directory
  - B. Catalog
  - C. Trade shows
  - D. Point of purchase
- 50.** \_\_\_\_\_are all positive environmental developments if taken up that would add to the organizations advantage
- A. Environmental opportunities
  - B. Strength and weakness analysis
  - C. Establishment of segment
  - D. Smart objectives
- 51.** TOYOTA-economic car; this is an example of
- A. Product positioning
  - B. Organizational reputation
  - C. Talent of work force
  - D. Technology employed
- 52.** What and when will be done, who is responsible for doing it. This refers to:
- A. Strategy statement
  - B. Preparation of action plan
  - C. Need recognition
  - D. Control and measurement
- 53.** This is the area of getting the product physically available for customers to the intended segment
- A. Segmentation strategy

- B. Industrial market analysis
  - C. Industrial product strategy
  - D. Channel strategy
- 54.** Labon manufacturing company used to produce manual juicer (juice maker). Now Loban come up with new model which works by electric power. This is an example of
- A. Increased consumption
  - B. Elastic demand
  - C. Labor saving requirement
  - D. Derived demand
- 55.** Hassen is a marketer for a global consumer products company. He is working on the promotional campaign designed to reach a target audience in a new international market. Hassen is working hard to make sure that the promotional campaign is clearly understood by the nation's consumers and doesn't offend anyone. Which of the factors in the external environment is he being influenced by?
- A. Competitive environment
  - B. Socio-cultural environment
  - C. Economic environment
  - D. Legal environment
- 56.** Literature review is all about, Except
- A. It is a section where a list of books, journals and other documents is referred.
  - B. It provides evidences of what is already known and unknown
  - C. It can serve as a basis for formulating hypothesis.
  - D. It is a brief summary of related studies found in Journals, Magazines etc
- 57.** Which one of the following statement is wrongly affirm the functions of background of the study?
- A. It reviews the previous work to reveal what is known on the subject
  - B. It is the place where you can put your research results
  - C. It present gap in knowledge and current trend
  - D. It allow the reader to understand the context of the study
- 58.** Which one of the following has correct association among the types sampling techniques?
- A. Probability sampling and Stratified sampling

- B. Non probability sampling and Simple Random Sampling
- C. Probability sampling and Convenience sampling
- D. Non probability sampling and Cluster sampling

**59.** Quantitative research method is used to

- A. Explain the reasons for a particular attitude or behavior
- B. Analyze what motivate people to behave in a particular manner
- C. Measure problems that can be expressed in qualitative terms
- D. Measure problems that can be expressed in quantitative terms

**60.** One of the following is a document that provides an overview of the proposed research and methodology, and serves as a written contract between the decision maker and the researcher.

- A. Questionnaire design
- B. Research proposal
- C. Statement of the problem
- D. Interview transcript

**61.** Which one of the following is the source of secondary data?

- A. Books, magazines and newspapers
- B. Journals of trade, commerce and economics
- C. Publications of Central, State and local governments
- D. All of the above

**62.** In a research topic “The impact of product quality on the sales volume of soft drink products”, which one is the dependent variable?

- A. Product quality
- B. Soft drink products
- C. Impact
- D. Sales Volume

**63.** Which one of the following statements is false about simple random sampling (SRS) technique?

- A. Each part of the population has a known chance of being selected.
- B. It may not result in a representative sample
- C. To draw a SRS, the researcher should first group the population into parts.
- D. Each element of the population is selected independently of every other element.

64. Which statement is not the basic feature of a research?
- A. A research should be original
  - B. A research should be either very general or very specific
  - C. A research should be solvable
  - D. A research should be feasible
65. \_\_\_\_\_ is a type of research that is aimed at investigating for new principles, theories and laws.
- A. Fundamental research
  - B. Applied research
  - C. Descriptive research
  - D. Exploratory research
66. \_\_\_\_\_ is a kind of research concerned with why one variable produce changing in another.
- A. Causal research
  - B. Exploratory research
  - C. Descriptive research
  - D. Fundamental research
67. \_\_\_\_\_ consists of the boundaries the research has established for the study in terms of either geographic boundaries, a segment of the universe, or a time period.
- A. Executive summary
  - B. Scope of the study
  - C. Problem statement
  - D. Literature review
68. \_\_\_\_\_ delineate the aim which the inquirer seeks to bring about as a result of completing the research undertaken.
- A. Problem statement
  - B. Objectives of the study
  - C. Research methodology
  - D. Research question
69. \_\_\_\_\_ the process of selecting a group of subjects for a study in such a way that the individual represents the larger group from which they were selected.
- A. Population

- B. Sampling
- C. Statistic
- D. Literature review

**70.** Under \_\_\_\_\_ sampling only the first unit of the sample is selected at random and the remaining units are selected at fixed/skipping/nth intervals.

- A. Simple random sampling
- B. Cluster Sampling
- C. Systematic Sampling
- D. Stratified sampling

**71.** As a researcher how do you understand the meaning of interpretation?

- A. Interpretation refers to writing bibliography
- B. Interpretation refers to writing appendix
- C. An abstract or executive summary
- D. Refers to the task of drawing inference from the collected facts

**72.** If we wish to estimate say yield of coffee per hectare in Jimma Zone, we begin by random selection of say 5 districts in the first insurance of these 5 districts, 8 villages per district will be chosen in the same manner in final stage we will select again randomly 5 farms from every village. Thus, we shall examine per hectare yield in a total of 250 farms all over that region. What types of sampling techniques is

- A. Simple random sampling
- B. Cluster sampling
- C. Systematic sampling
- D. Stratified sampling

**73.** Enku wants to conduct a research on the effect of international laws on export markets by using causal research design, what would be the sampling procedure/technique?

- |                        |                     |
|------------------------|---------------------|
| A. Judgmental Sampling | C. Cluster Sampling |
| B. Accidental Sampling | D. Quota Sampling   |

**74.** A researcher is interested to survey the Math's achievement of 4th grade students in elementary schools found in Ethiopia. It is practically impossible to test all 4th grade students in elementary school students in the country by a single researcher.

- A. Simple Random Sampling

- B. Quota Sampling
- C. Convenience Sampling
- D. Cluster Sampling

**75.** If the title of a given research is ‘a study on the immediate causes of COVID-19’ by using mixed approach. What would be the types of data to be collected?

- A. Qualitative
- B. Quantitative
- C. Both qualitative and quantitative
- D. Secondary data