



Admas University
Faculty of Business
Department of Marketing Management
Screening Exit Exam I
Answer Sheet



December 9, 2022

**Time allotted: 3:00
hrs.**

Name _____

ID.No. _____

Section _____

Screening Exit Exam I Marketing Management

GENERAL DIRECTIONS:

- ✓ *Make sure that the exam paper contains ____ pages including the cover page and answer sheet.*
- ✓ *Read the instructions carefully for each part of the exam and attempt accordingly.*
- ✓ *Use of pencils and Red pens are not allowed*
- ✓ *Mobile phone should be switched off.*
- ✓ *Any action taken by exam invigilator during exam time will not be compromised*
- ✓ *Put aside any materials not allowed on the instructor's desk.*
- ✓ *Write your answers on the separate answer sheet provided.*
- ✓ *Please write your name on both question paper and answer sheet*

GOOD LUCK!

Instruction: Read the questions and choose the right answer from the given alternatives and write the letter of your choice on the space provided at the separate answer sheet. (1 point each)

Theme 1 Fundamentals of Marketing

1. One of the following is the base for segmentation which dividing a market into different groups based on social class, lifestyle, or personality characteristics.
 - A. Geographic Segmentation
 - B. Demographic Segmentation
 - C. Psychographics segmentation
 - D. Behavioral segmentation
2. If a company banded soap in to a package of 4 with promotion “buy 3 and get 1 free”. It used -----types of promotional tool.
 - A. Advertising
 - B. Sales promotion
 - C. Personal selling
 - D. Public relation
3. Which strategy is appropriate if there is latent demand
 - A. Conversional
 - B. Developmental marketing
 - C. Re stimulation
 - D. Synchro marketing
4. Among the following types of behavior consumers are highly involved with an expensive, infrequent, or risky purchase, but see little difference among brands.
 - A. Dissonance reducing buying behavior
 - B. Habitual buying behavior
 - C. Variety seeking buying behavior
 - D. Complex buying behavior
5. Identify the wrong one
 - A. Satisfied customers tells 3 people
 - B. Habitual buying behavior occurs under conditions of low consumer involvement and little significant brand difference
 - C. A motivated person is ready to act
 - D. Social class is determined by a single factor
6. Insurance could be categorized under:
 - A. Convenience Goods
 - B. Unsought goods**
 - C. Shopping goods
 - D. Specialty goods
7. Based on the customers who are buying the product, products can be classified as:
 - A. Convenience & raw material
 - B. Convenience & shopping
 - C. Durable & non-durable
 - D. Consumer & industrial**
8. All are standards used by producers to check the channel members performance except
 - A. Growth and profit record
 - B. Sales quota
 - C. Customer delivery time
 - D. Treatment of damaged and lost goods**

9. The fundamental reason that you are buying a refrigerator is for getting cooling and preservation services. Which product level does this stand for?
 - A. Augmented product level
 - B. Expected level
 - C. Basic product
 - D. Core Benefit**
10. A price adjustment strategy allows reducing price of the product to reward customer for certain responses such as paying early, volume purchase, off-season buying etc.
 - A. Psychological pricing
 - B. Discounts and allowance**
 - C. Geographic pricing
 - D. Segmented pricing
11. Which of the following refers to sellers being preoccupied with their own product and losing sight of underlying consumer needs?
 - A. Selling myopia
 - B. Value proposition
 - C. Marketing myopia**
 - D. The product concept
12. Which one of the following is not the variable in the demographic environment
 - A. educational levels
 - B. cultural shift**
 - C. household patterns
 - D. mobility trend
13. Which of the following shows the right order of the motivation process?
 - A. Tension → Unfulfilled needs → Behavior → Drive → goal
 - B. Unfulfilled needs → Tension → Drive → Behavior → goal**
 - C. Unfulfilled needs → Tension → Behavior → Drive → goal
 - D. Tension → Drive → Unfulfilled needs → Goal → Behavior
14. Identify the correct statement.
 - A. Innate needs are needs that we learn in response to our culture or environment.
 - B. Every individual has needs**
 - C. All behaviors are not goal oriented
 - D. Acquired needs are needed to sustain biological life
15. Which of the following is not part of key characteristics of consumer motivation?
 - A. Motivation involves Direction component
 - B. Motivation involves energy component
 - C. Consumer motivation has no Valance**
 - D. Consumer motivation can be Hidden/Overt
16. Motivation is Dynamic because of the following Characteristics of need and goal, except
 - A. Needs and Goals Are Constantly Changing
 - B. Needs Are Never Fully Satisfied
 - C. New Needs Emerge as Old Needs Are Satisfies
 - D. Goals never substitute**
17. If Mr. Bamlaku develops a desire to buy a car with the intention of avoiding the traffic jam, he is facing every morning. The arousal of his motive is said to be,
 - A. Physiological Arousal
 - B. Environmental Arousal**
 - C. Emotional Arousal
 - D. Cognitive Arousal

18. Mrs. Senait was an employee of ABC Company. After ten years of working experience in the company she realized that she needs an automobile to ease her job. The arousal of motivation is said to be;
- A. Physiological Arousal
 - B. Environmental Arousal
 - C. Emotional Arousal
 - D. Cognitive Arousal
19. Which one of the following are individual factors?
- A. Social class
 - B. Reference group
 - C. Occupation
 - D. Culture
20. Which one of the following are characteristics of extensive problem solving?
- A. Level of information about the market is none or very little
 - B. Price knowledge and experience is high
 - C. Frequency of purchase is very high
 - D. Perceived risk is very low
21. Before using secondary data the research must see that they possess the characteristics of
- A. Reliability
 - B. Suitability
 - C. Adequacy
 - D. All Of The Above
22. Which one of the following may not be criteria for good research?
- A. Clearly defined purpose
 - B. Sufficient detail of research procedures
 - C. Report with complete frankness
 - D. Unrestricted conclusion by the data
23. In which research types the researcher has no control over the variables?
- A. Descriptive research
 - B. Analytical research
 - C. Applied research
 - D. Fundamental research
24. A definite plan determined before any data are actually collected for obtaining a sample from a given population is
- A. Sample design
 - B. Sample plan
 - C. Census
 - D. Sampling technique
25. Research design in case of exploratory research studies is not:
- A. Means of finding out 'what is happening'
 - B. To seek new insights
 - C. The discovery of ideas
 - D. About describing the characteristics of a particular individual
26. The research method that is related to some abstract idea(s) or theory is
- A. Conceptual research
 - B. Empirical research
 - C. Qualitative research
 - D. Quantitative research

27. Census survey is preferred over sampling survey in cases/situations of the population is
- A. Vast data
 - B. Infinite population
 - C. Homogeneity
 - D. Finite and heterogeneous
28. Which one is different among the following?
- A. Quota sampling
 - B. Simple random sampling
 - C. Systematic sampling
 - D. Stratified sampling

Theme 2 Promotion & Brand management

1. Which of the following is basically getting into different versions of the same base product on the same market?
 - A. Product extension
 - B. Market extension
 - C. Brand diversification
 - D. Line extension
2. When brand management becomes the heart of marketing then which one becomes the heart of brand management.
 - A. Owner's equity
 - B. Brand asset
 - C. Brand equity
 - D. Brand Value
3. _____ is a structural approach to assessing the sources and outcomes of brand equity and the manner in which marketing activities create brand value.
 - A. Revitalizing Brand
 - B. Brand Hierarchy
 - C. Brand value chain
 - D. Reinforcing Brand
4. Brand identity is followed by _____, which is a reflection of what marketers planned to send to the public.
 - A. Brand value
 - B. Advertising
 - C. Brand image
 - D. Brand personality
5. Introduction of more brands and extensions leads to ___ with no new benefits to consumers.
 - A. Higher cost
 - B. Brand proliferation
 - C. Greater revenue
 - D. Increased competition
6. _____ is a means of summarizing branding strategy by displaying the number and nature of brand elements across the firm's products.
 - A. Brand-product mix
 - B. Brand line
 - C. Brand Hierarchy
 - D. Brand portfolio

7. Which of the following is a not tangible characteristic of brand?
- A. Package
 - B. Brand image**
 - C. Price
 - D. physical product
8. _____ is the extent to which customers stick to a particular brand
- A. Brand loyalty
 - B. Perceived Quality
 - C. Brand awareness**
 - D. Brand Association

Theme 3 Service and E-Marketing

1. One of the following is not reasons for service failure.
- A. Incorrect outcome
 - B. Caring employee**
 - C. Not being reliable
 - D. service delivered too lately
2. One of the following is not Benefit of Electronic channels
- A. High cost**
 - B. customer convenience
 - C. Customer choice
 - D. Quick customer feed back
3. Service outlets licensed by a principal to deliver a unique service it had created is called:
- A. Electronic channel
 - B. Franchise**
 - C. Broker
 - D. Agent
4. The process of creating touch points and defining how they interact with each other and with the user is called:
- A. Service Design
 - B. position mapping
 - C. Operational design
 - D. Blueprint**
5. All of following are source of both desired and predicted service expectation except:
- A. Word of Mouth
 - B. perceived service alternative
 - C. Past experience
 - D. Explicit service promise**
6. _____ encompasses the firm's advertising, personal selling and other form of communication.
- A. Explicit service promise
 - B. Enduing service intensifier**
 - C. Implicit service promise
 - D. personal Needs

7. Charging customers different prices for essentially the same service is called
A. Price discrimination
B. Complementary
C. Supply and demand.
D. Substitutes.
8. Which of the following is not a benefit of customer satisfaction?
A. The firm is more insulated from price competition.
B. The firm provides a positive work environment for its employees
C. Positive word-of-mouth is generated from satisfied customers
D. Satisfied customers make purchases more frequently
9. The primary role of a service firm for the customer in the communication mix is to ____.
A. Confuse customers.
B. Oppose the competitor's claim
C. Inform and remind customers
D. Persuade the dealers
10. One of the advantages of requiring employees to wear uniforms is that it reduces the customers' perception of ____.
A. Intangibility
B. Heterogeneity.
C. Inseparability
D. Socialization.
11. Minimizing the amount of role conflict and role ambiguity experienced by employees will help reduce the size of this gap is known as ____.
A. Knowledge gap.
B. Delivery gap.
C. Standards gap
D. Communications gap
12. The unique service characteristic that deals specifically with the inability to inventory services are.
A. Inseparability
B. Homogeneity
C. Intangibility
D. Perishability
13. _____ enables internet users to share files and computer resources directly without having to go through a central web server.
A. C2C
B. P2P
C. B2B
D. C2B
14. An E-commerce feature which relates to "Internet/Web technology is available everywhere: at work, at home, and elsewhere via mobile phone devices, anytime" is ____
A. Universal standard
B. Interactivity
C. Customization
D. Ubiquity
E. Richness

15. A payment card that enables its holder to charge items (and pay later):
 - A. Debit card
 - B. charge card
 - C. credit card
 - D. ATM card
16. One of the following E-business models is information update and entertainment provider.
 - A. E-tailors
 - B. Transaction breakers
 - C. Market creators
 - D. Content providers
 - E. Auction providers
17. _____ is a user file that records the user's activities on a company's website from the computer log.
 - A. Transaction log
 - B. Web bugs
 - C. Spyware
 - D. Web Mining

Theme 4 Sales & Channel Management

1. Among the following points, which one precedes all others in setting of a plan?
 - A. Analyzing internal and external environment
 - B. Determining means to be used and allocating resources
 - C. Checking on the progress of planned activities
 - D. Implementing the plans
 - E. Corporate Mission Or Goal
2. This method of sales forecasting is the oldest and One or more of the executives, who are experienced and have good knowledge of the market factors make out the expected sales.
 - A. Sales force composite
 - B. Consumer survey panel
 - C. Jury of Executive
 - D. Opinion Expert Opinion.
3. Genet wants to know how well his company did last quarter in relation to other companies in its industry. She needs to conduct a
 - A. Sales volume analysis.
 - B. Market share analysis.
 - C. SWOT analysis.
 - D. Customer analysis.
4. Which factor is the internal sales management environment?
 - A. Skill of the sales force
 - B. the social and cultural factor
 - C. Technology
 - D. Government regulations
 - E. Rising interest rate

5. The maximum possible sales available for an entire industry during a stated period of time is
 - A. Market potential
 - B. Sales potential**
 - C. Sales forecast
 - D. Sales budget
 - E. Sales Strategies
6. Which one of the following is not the advantage of Geographical structure base of sales force organization?
 - A. It's simple
 - B. Encourages the development of personal friendships**
 - C. It reduces travelling expenses
 - D. Salesperson is required to sell the full range of the company's products.
7. Find the different one as far as source of recruitment is concerned?
 - A. Employee Transfer
 - B. Direct Unsolicited Applications**
 - C. Employees of Customers
 - D. Sales forces of Noncompeting Companies
 - E. Sales Forces of Competing Companies
8. The natural tendency for international marketers to base their judgments and marketing strategies in foreign markets upon their experiences in their home culture is best described as the:
 - A. Domestic market extension**
 - B. Multi-domestic market extension
 - C. International marketing concept
 - D. Global marketing orientation.
9. The action taken by the government to safeguard local infant industries refers to _____
 - A. Import control**
 - B. Expropriation
 - C. Confiscation
 - D. Export control
10. _____ is components of logistics system that Provides place utility
 - A. Packaging
 - B. Facility structure,
 - C. Order management,
 - D. Transportation,**
 - E. Inventory
11. Among the following factors one is not fundamental to transportation performance
 - A. Volume**
 - B. Cost
 - C. Speed
 - D. Consistency

12. _____ is an economic driver which refers to how product case dimensions fit into transportation equipment
- A. Density
 - B. Stowability**
 - C. Liability
 - D. Handling
13. All are forward flow of activity from the company to the customer except
- A. Physical movement of product
 - B. Title transfer,
 - C. Product promotion
 - D. Payment**
14. A one-level channel in consumer market contains all of the following except
- A. Producer
 - B. Consumer**
 - C. Wholesaler
 - D. Retailer.
15. All of the following channel members (intermediaries) exist both in consumer and industrial market except
- A. Agent
 - B. Producer
 - C. Retailer
 - D. Customer**
16. This method calls upon marketers to develop their budget by identifying the objectives of sales function and then ascertaining the selling and related tasks to achieve the objective.
- A. Affordable method
 - B. Rule of thumb method
 - C. Competitive parity method.
 - D. Objective and task method**
17. This method of sales forecasting is the oldest and One or more of the executives, who are experienced and have good knowledge of the market factors make out the expected sales.
- A. Sales force composite
 - B. Consumer survey panel
 - C. Jury of Executive
 - D. Opinion Expert Opinion.**
18. Which factor is the internal sales management environment?
- A. Skill of the sales force**
 - B. the social and cultural factor
 - C. Technology
 - D. Government regulations
 - E. Rising interest rate
19. The person who intends to buy a product or service and is capable of doing so is termed
- A. Customer**
 - B. consumer
 - C. Agent
 - D. wholesaler

Theme 5 Strategic & International Marketing

1. A type of marketing audit which deals with the firms overall structure is ____
A. Organization area audit
B. Marketing productivity area audit
C. Marketing environment audit
D. Planning and control system area audit
E. Marketing function area audit
2. Which one of the following is not true about the product life cycle
A. The declining product is not necessarily unprofitable
B. There is intense rivalry for a mature market
C. Law prices will be vital in the introduction stage
D. Not all products follow the S-shaped curve
E. Addition of new channel is vital in the growth stage
3. One of the following is not an area of concern for employees as corporate publics
A. Reward of pride
B. Challenge
C. Equity
D. Monetary reward
4. A strategy that amounts to offering middle of the market products at the best price with the least inconvenience.
A. Customer intimacy
B. Operational excellence
C. Product leadership
D. Preemptive
E. Cost leadership
5. Which one of the following activities comes first in designing control systems?
A. Taking corrective actions
B. Obtaining the needed data
C. Setting standards of performance
D. Specifying the necessary feedback data
E. Evaluating feedback data
6. One of the following is not among corporate publics.
A. Competitive
B. Supplies
C. Employees
D. Government
E. Competitive
7. Which one of the following is not among the planner's responsibility
A. Performer
B. Scheduling
C. Administrative
D. Directive
8. One of the following is not true about marketing
A. Marketing is about only selling and promotion
B. Marketing is characterized by a set of values and beliefs that highlights the importance of the customer's interest
C. It is concerned with the choice of products, markets and competitive stance
D. It provides the basis for the implementation of the business competitive stance

9. Deals essentially with the interplay of three forces known as the strategic for the customer, the competition, and the corporation.
- A. Mission statement
 - B. Marketing Strategy**
 - C. Marketing Mixes
 - D. Resource deployment
10. Which dealing primarily with the question of how a business unit competes within its industry.
- A. Business level**
 - B. Corporate level
 - C. Functional level
 - D. Operational level
11. Its primary focus is to effectively allocate and coordinate marketing resources and activities to accomplish the firm's objectives within a specific product – market.
- A. Business unit level
 - B. Corporate level**
 - C. Functional level
 - D. Division level
12. The defensive marketing strategy in which the market leader erect outposts to protect a weak front or support a possible counterattack referred as _____
- A. Preemptive defense**
 - B. Position defense
 - C. Flank defense
 - D. Mobile defense
13. _____ means a product originally designed for a local market is exported to other countries with virtually no change, except perhaps for the translation of words and other cosmetic changes.
- A. Product Adaptation
 - B. Product Standardization**
 - C. Product scheduling
 - D. Product differentiation
14. This market entry strategy maximizes a profit potential while tolerating a higher degree of risk Correct
- A. Foreign indirect investment
 - B. Foreign direct investment**
 - C. Foreign semi-direct investment
 - D. Home-country investment
15. This strategy involves selling a product from a home base, usually without any product modification
- A. Exporting**
 - B. Licensing
 - C. Joint venture
 - D. Manufacturing
16. This entry strategy involves having an agreement that permits a foreign company to use industry property, technical knowhow, or engineering design in a foreign market
- A. Exporting
 - B. Licensing
 - C. Joint venture
 - D. Manufacturing**

17. This is not an advantage of licensing
- A. Protection of patent
 - B. Degree of risk
 - C. Amount of capital required
 - D. Amount of profit
18. The least profitable entry strategy is
- A. Licensing
 - B. Joint venture
 - C. Manufacturing
 - D. Foreign direct investment
19. Sony and Pepsi joined together to market Wilson sporting goods in Japan This strategy is
- A. Exporting
 - B. Licensing
 - C. Joint venture
 - D. Assembly operations
20. _____ is the practice of charging different prices for the same product in similar markets.
- A. Tariffs and Distribution Costs
 - B. Market Share
 - C. Dumping
 - D. Supply and Demand
21. All of the following are False about Industrial market Promotional Characteristics:
- A. Much heavier emphasis on Sales Promotion
 - B. Salespeople possess more technical background
 - C. Advertising plays the role of laying down the foundation
 - D. Sales people are more like consultants
 - E. Advertising media differs from in consumer market
22. _____ are commercial customers who buy products and sometimes service to incorporate into the products.
- A. Original Equipment Manufacturers
 - B. User Customer
 - C. Industrial Distributors
 - D. Consumer Distributors
 - E. Merchant Wholesalers
23. In market penetration pricing, the business marketer recognizes the following conditions, Except One
- A. With heavy fixed costs and low variable costs
 - B. Many close substitutes are available
 - C. The product is easy to copy
 - D. The usage of the market is limited
 - E. The market exhibits a high price elasticity of demand.
24. _____ is more likely to happen when the number of firms in a particular industry is small.
- A. Predatory pricing
 - B. Exchanging price information
 - C. Price fixing
 - D. Price Mixing
 - E. Price List

25. Which one of the following types of demand occurs when the demand of one product depends upon that product's being used in combination with another product.
- A. Derived demand
 - B. Elastic demand
 - C. Joint demand
 - D. Inelastic demand
 - E. Develop demand
26. An industrial purchasing decision step where organization becomes aware of the need for a product or service is
- A. Supplier search
 - B. Problem recognition
 - C. Proposal solicitation
 - D. Need description
 - E. Evaluation
27. All of the following are True about Business advertising but one
- A. Rational appeals
 - B. Smaller part of the entire selling function
 - C. Address a somewhat limited market
 - D. Speaks to a very large and diverse market
 - E. Utilizes smaller percentage of the sales dollar
28. All of the following are Advantages offered by manufacturers' agents but one
- A. More aggressive representation
 - B. Synergy in complementary lines
 - C. Instant marketing
 - D. Customer patronages preferences
 - E. Permanence of representation



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December 9, 2022

Time allotted: 3:00 hrs

Name _____

ID.No. _____

Section _____

Answer Sheet

<i>Fundamentals of Marketing</i>					
1.	2.	3.	4.	5.	6.
7.	8.	9.	10.	11.	12.
13.	14.	15.	16.	17.	18.
19.	20.	21.	22.	23.	
24.	25.	26.	27.	28.	
<i>Promotion and Brand Management</i>					
1.	2.	3.	4.	5.	6.
7.	8.				
<i>Service and E-Marketing</i>					
1.	2.	3.	4.	5.	6.
7.	8.	9.	10.	11.	12.
13.	14.	15.	16.	17.	
<i>Sales and Channel Management</i>					
1.	2.	3.	4.	5.	6.
7.	8.	9.	10.	11.	12.
13.	14.	15.	16.	17.	18.
19.					
<i>Strategic and International Marketing</i>					
1.	2.	3.	4.	5.	6.
7.	8.	9.	10.	11.	12.
13.	14.	15.	16.	17.	18.
19.	20.	21.	22.	23.	24.
25.	26.	27.	28.		