



M COM ENTRANCE

MARKETING MANAGEMENT PRACTICE QUESTIONS

CH3 : PRODUCT DECISION

1. Pricing decisions are most complex at which stage of the product life cycle ?
 - A Decline stage
 - B Introductory stage
 - C Growth stage
 - D Maturity stage

2. Select the phases of Product Life Cycle :
 - (1) Initiation
 - (2) Decline
 - (3) Boom
 - (4) Introduction
 - (5) Maturity
 - (6) Growth

Codes :

 - A 1, 3, 5, 6
 - B 1, 2, 3, 4
 - C 4, 6, 5, 2
 - D 2, 3, 5, 6

3. Which one of the following is not a stage in the product life cycle?
 - A Introduction
 - B Growth
 - C Equilibrium
 - D Decline

4. Match List – I and List – II and indicate the correct code :

List – I

 - a. Convenience goods
 - b. Shopping goods
 - c. Speciality goods
 - d. Unsought goods

List – II

 - i. Consumer purchases them frequently, immediately and with minimal effort.
 - ii. Consumer compares them on the basis of suitability, quality, price and style.
 - iii. These are goods with unique characteristics or brand identification.
 - iv. Consumers are not aware of them and normally do not think of buying them.

Codes :

- A** a-i; b-iv; c-ii; d-iii
- B** a-i; b-ii; c-iii; d-iv
- C** a-iv; b-iii; c-ii; d-i
- D** a-ii; b-I; c-iii; d-iv

5. Though often criticized, the selling concept is particularly appropriate and effective with which of the following types of products ?
- A** Convenience
 - B** Shopping
 - C** Unsought
 - D** Speciality

6. In the 'decline stage' of the 'Product Life Cycle' sales decrease due to
- (a) technological advances
 - (b) shift in consumer tastes
 - (c) increased domestic and foreign competition

Codes :

- A** (a) only
- B** (b) only
- C** (a) and (c)
- D** (a), (b) and (c)

7. The tangible goods for which a consumer wants to compare quality, price and perhaps style in several stores before making a purchase are called :
- A** Convenience Goods
 - B** Shopping Goods
 - C** Speciality Goods
 - D** Unsought Goods

8. Shopping goods have which of the following features?
- (a) These products are generally durable in nature.
 - (b) Consumers generally compare the goods of various sellers and then buy such goods.
 - (c) Per unit price of these goods is generally high
 - (d) These goods are regularly and continuously in demand.
 - (e) These goods are sold as a result of aggressive promotional efforts.

Choose the right answer from the options given below:

- A** (c), (d) and (e)
- B** (a), (b) and (c)
- C** (b), (c) and (d)
- D** (a), (c) and (e)

9. A brand is a means of:
- A** Naming the products
 - B** Packaging of the products
 - C** Contents of the products
 - D** Identifying and differentiating the company's products

10. If a company uses its company name for its entire range of products offered, then it is called
- A** Private branding
 - B** Corporate branding

- C** Product-line branding
- D** Specific product branding

11. The Branding strategy which uses a different brand name for each product is known as
- A** Overall Family Branding
 - B** Line Family Branding
 - C** Individual Branding
 - D** Brand Extension
12. Which of the following statement is true ?
- A** A brand name is a part of brand which can be vocalised.
 - B** A brand is usually composed of a name and mark of a product.
 - C** Brand means a name, term and symbol or a mix thereof used to identify the product of a firm and to distinguish.
 - D** All of the above
13. Branding seeks
- A** to differentiate the product
 - B** to charge differential price
 - C** to sell the product in different countries
 - D** to give attractive name to a product
14. In which stage of product life cycle, the company takes decision whether to maintain, harvest or drop the product ?
- A** Introduction
 - B** Growth
 - C** Maturity
 - D** Decline
15. _____ is the added value endowed to a product or service.
- A** Brand equity
 - B** Brand image
 - C** Brand loyalty
 - D** Brand preference