

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:

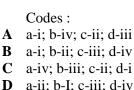
- **A** 1, 3, 5, 6
- **B** 1, 2, 3, 4
- C 4, 6, 5, 2
- **D** 2, 3, 5, 6
- 3. Which one of the following is not a stage in the product life cycle?
 - **A** Introduction
 - **B** Growth
 - C Equilibrium
 - **D** Decline
- 4. Match List I and List II and indicate the correct code:

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.



- 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