



## Dr.G.R.Damodaran College of Science

(Autonomous, affiliated to the Bharathiar University, recognized by the UGC) Re-accredited at the 'A' Grade Level by the **NAAC** and ISO 9001:2008 Certified  
CRISL rated 'A' (TN) for MBA and MIB Programmes

II B.Com[IT] [2016-2019]

Semester III

Core:INTERNET MARKETING -315A

Multiple Choice Questions.

1. An information system always\_\_\_\_\_
- A. transforms inputs to information.
  - B. requires hardware even if only a pencil.
  - C. is computer-based.
  - D. none of the above.

ANSWER: A

2. E-business stands for \_\_\_\_\_
- A. electronic business.
  - B. electron business.
  - C. electric business.
  - D. all of the above.

ANSWER: B

3. B2B stands for\_\_\_\_\_
- A. business to government.
  - B. business to consumer.
  - C. business to business.
  - D. all of the above.

ANSWER: C

4. B2C stands for\_\_\_\_\_
- A. business to government.
  - B. business to consumer.
  - C. business to business.
  - D. all of the above.

ANSWER: B

5. B2G stands for\_\_\_\_\_
- A. business to government.
  - B. business to consumer.
  - C. business to business.
  - D. all of the above.

ANSWER: A

6. C2C stands for\_\_\_\_\_
- A. business to government.

- B. business to consumer.
- C. business to business.
- D. consumer to consumer.

ANSWER: D

7. An Example for C2C is \_\_\_\_\_

- A. irctc.com.
- B. ebay.com.
- C. all of the above.
- D. none of the above.

ANSWER: B

8. E-business software is best defined as to manage \_\_\_\_\_

- A. sell-side e-commerce applications.
- B. internal administrative applications.
- C. buy-side applications.
- D. buying and selling applications.

ANSWER: D

9. ....are networks that connect people within a company to each other and to the company network.

- A. INTRANETS.
- B. EXTRANETS.
- C. BITSTREAMS.
- D. INTERNETS.

ANSWER: A

10. \_\_\_\_\_ is the encompassing term that involves the use of electronic platforms - intranets, extranets and the Internet - to conduct a company's business

- A. E-commerce.
- B. E-marketing.
- C. E-procurement.
- D. E-business.

ANSWER: A

11. Which of the following is not one of the benefits of e-commerce to sellers?

- A. E-commerce is a powerful tool for customer relationship building
- B. E-commerce can help to reduce costs.
- C. E-commerce increases the net cost per contact.
- D. E-commerce offers greater flexibility in meeting customer needs.

ANSWER: B

12. The E-commerce domain that involves business activity initiated by the Consumer and targeted to businesses is known as \_\_\_\_\_.

- A. Business to Business (B2B).
- B. Consumer to Business (C2B).
- C. Business to Consumer (B2C).
- D. Consumer to Consumer (C2C).

ANSWER: B

13. CRM stands for \_\_\_\_\_

- A. Customer Relationship Management.

- B. Customer Relations Management.
- C. Consumer relationship Management.
- D. All of the above.

ANSWER: B

14. When crafting e-business direction, management must pay careful attention to three interlocking layers

- 
- A. E-business design.
  - B. E-business application Infrastructure.
  - C. E-business Infrastructure.
  - D. All of the above.

ANSWER: B

15. The type of website that engages consumers in interactions that will move them closer to a direct purchase is known as a \_\_\_\_\_ website

- A. customer service.
- B. Interactive.
- C. Corporate.
- D. Marketing.

ANSWER: B

16. When preparing a website, designers should ensure that the site enables user- to-user communication. This design feature is known as \_\_\_\_\_

- A. Commerce.
- B. Context.
- C. Community.
- D. Connection.

ANSWER: D

17. When preparing a website, designers should ensure that the site makes effective use of the text, pictures and video. This design feature is known as \_\_\_\_\_

- A. Communication.
- B. Connection.
- C. Content.
- D. Context.

ANSWER: D

18. A well built e-business infrastructure is a combination of \_\_\_\_\_

- A. structure and stability.
- B. safeguards information.
- C. understands costumer priorities.
- D. all of the above.

ANSWER: C

19. Delivering what customers want with hassle-free service and superior value is Called \_\_\_\_\_

- A. service excellence.
- B. operational excellence.
- C. continuous excellence.
- D. all of the above.

ANSWER: C

20. Delivering high quality products quickly, error free, and for a reasonable price is \_\_\_\_\_
- A. service excellence.
  - B. operational excellence.
  - C. continuous excellence.
  - D. all of the above.

ANSWER: A

21. Delivering products and services that push is called \_\_\_\_\_
- A. service excellence.
  - B. operational excellence.
  - C. continuous excellence.
  - D. all of the above.

ANSWER: B

22. The Old Economy revolved around manufacturing companies that mainly focused on standardizing their production, products and business processes, whereas the New Economy revolves around \_\_\_\_\_ businesses

- A. environmentalism.
- B. operations management.
- C. Information.
- D. Disintermediation.

ANSWER: C

23. E-commerce involves the application of \_\_\_\_\_
- A. knowledge management systems.
  - B. product management systems.
  - C. services management systems.
  - D. all of the above.

ANSWER: A

24. \_\_\_\_\_ is the encompassing term that involves the use of electronic platforms - intranets, extranets and the Internet - to conduct a company's business

- A. E-commerce.
- B. E-marketing
- C. E-procurement
- D. E business.

ANSWER: D

25. Which of the following is not one of the benefits of e-commerce to sellers?

- A. E-commerce increases the net cost per contact.
- B. E-commerce can help to reduce costs.
- C. E-commerce offers greater flexibility in meeting customer needs
- D. E-commerce is a powerful tool for customer relationship building

ANSWER: D

26. The E-commerce domain that involves business activity initiated by the consumer and targeted to businesses is known as \_\_\_\_\_

- A. Consumer to Consumer (C2C).
- B. Business to Business (B2B).
- C. Consumer to Business (C2B).
- D. Business to Consumer (B2C).

ANSWER: C

27. A \_\_\_\_\_ is a B2B trading network that links a particular seller with its own trading partners.
- A. bitstream.
  - B. virtual network.
  - C. web community.
  - D. private trading network.

ANSWER: D

28. The type of website that is designed to build customer goodwill and to supplement other sales channels rather than sell the company's products directly is known as a \_\_\_\_\_ website.
- A. click-and-mortar.
  - B. customer service.
  - C. corporate.
  - D. marketing.

ANSWER: C

29. Perfect market means \_\_\_\_\_
- A. prices are not uniform.
  - B. product are not identical
  - C. free entry and exit into market.
  - D. lack of communication.

ANSWER: C

30. 30. When advertising is reached to the residential place of the people its called \_\_\_\_\_
- A. promotional advertising.
  - B. outdoor advertising.
  - C. indoor advertising.
  - D. direct advertising.

ANSWER: D

31. A place for buying and selling activities is called \_\_\_\_\_
- A. Market.
  - B. Marketing.
  - C. Market research.
  - D. market information.

ANSWER: A

32. The exchange value of a good/ service in terms of money is \_\_\_\_\_
- A. Price.
  - B. Product.
  - C. Buying.
  - D. Selling.

ANSWER: A

33. Selling the same product at different prices is known as \_\_\_\_\_
- A. price lining.
  - B. dual pricing.
  - C. geographical pricing.
  - D. Monopoly pricing.

ANSWER: B

34. The words used to convey the advertisement idea is \_\_\_\_\_

- A. advertisement.
- B. advertisement Research.
- C. advertisement copy.
- D. advertisement budget.

ANSWER: C

35. Advertisement promotes \_\_\_\_\_

- A. purchases.
- B. production.
- C. Sales.
- D. Price.

ANSWER: C

36. The online value proposition should \_\_\_\_\_ target market segment(s) that the proposition will appeal to

- A. supported by appropriate resource levels.
- B. be a clear differentiator from online competitors.
- C. be communicated to site visitors and in all marketing communications
- D. All of the above.

ANSWER: C

37. What does the following definition refer to? Achieving marketing objectives through the use of any electronic communications technology

- A. E-commerce.
- B. E-business.
- C. E-marketing.
- D. Internet marketing.

ANSWER: C

38. Using the Internet for marketing research to find out customers needs and wants is an example of \_\_\_\_\_

- A. fulfilling customer requirements.
- B. satisfying customer requirements.
- C. anticipating customer requirements.
- D. identifying customer requirements.

ANSWER: D

39. Assessing the demand for digital services (the online revenue contribution) is an example of \_\_\_\_\_

- A. identifying customer requirements.
- B. anticipating customer requirements.
- C. satisfying customer requirements.
- D. fulfilling customer requirements.

ANSWER: D

40. Delivering e-mail based customer support is an example of: \_\_\_\_\_

- A. anticipating customer requirements.
- B. identifying customer requirements.
- C. satisfying customer requirements.

D. none of the above.

ANSWER: B

41. What is the focus of marketing orientation?

- A. Employees.
- B. Competitors.
- C. Customers.
- D. Suppliers.

ANSWER: C

42. E-marketing is best seen as \_\_\_\_\_

- A. a subset of e-business.
- B. the same as e-commerce.
- C. equivalent to e-business.
- D. broader than e-business.

ANSWER: C

43. The e marketing plan has \_\_\_\_\_

- A. the same objectives as the e-business plan.
- B. objectives which support the objectives of other organizational plans.
- C. the same objectives as the corporate plan.
- D. the same objectives as the marketing plan.

ANSWER: B

44. The direct online contribution effectiveness refers to \_\_\_\_\_

- A. the reach of audience volume of a site.
- B. the proportion of sales influenced by the web site.
- C. the proportion of business turnover achieved by e-commerce transactions.
- D. both the first and third answers above.

ANSWER: C

45. Which is not one of the elements of a company's external micro-environment that need to be assessed during situation analysis for e-marketing?

- A. Competitor analysis.
- B. Intermediary analysis.
- C. Supplier analysis.
- D. Demand analysis.

ANSWER: B

46. Which of the following statements is correct?

- A. Marketing is the term used to refer only to the sales function within a firm.
- B. Marketing managers usually don't 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, clients, partners, and society at large.

ANSWER: D

47. The term marketing refers to \_\_\_\_\_

- A. new product concepts and improvements.
- B. advertising and promotion activities.

- C. a philosophy that stresses customer value and satisfaction.
- D. planning sales campaigns.

ANSWER: B

48. In the history of marketing, when did the production period end?

- A. In the late 1800s.
- B. In the early 1900s.
- C. In the 1920s.
- D. After the end of the Second World War.

ANSWER: D

49. A marketing philosophy summarized by the phrase "a good product will sell itself" is characteristic of the \_\_\_\_\_ period.

- A. Production.
- B. Sales.
- C. Marketing.
- D. Relationship.

ANSWER: B

50. Which of the following factors contributed to the transition from the production period to the sales period?

- A. . Increased consumer demand.
- B. More sophisticated production techniques.
- C. Increase in urbanization.
- D. The Great Depression.

ANSWER: A

51. An organization with a \_\_\_\_\_ orientation assumes that customers will resist purchasing products not deemed essential. The job of marketers is to overcome this resistance through personal selling and advertising.

- A. Production.
- B. Marketing.
- C. Relationship.
- D. Sales.

ANSWER: D

52. In the relationship marketing firms focus on \_\_\_\_\_ relationships with \_\_\_\_\_.

- A. short term; customers and suppliers.
- B. long term; customers and suppliers.
- C. short term; customers.
- D. long term; customers

ANSWER: B

53. Political campaigns are generally examples of \_\_\_\_\_

- A. cause marketing.
- B. organization marketing.
- C. event marketing.
- D. person marketing.

ANSWER: D

54. The Coca Cola organization is an official sponsor of the Olympics. The firm is engaging

in \_\_\_\_\_

- A. place marketing.
- B. event marketing.
- C. person marketing.
- D. organization marketing.

ANSWER: B

55. Today's marketers need \_\_\_\_\_

- A. neither creativity nor critical thinking skills.
- B. both creativity and critical thinking skills.
- C. critical thinking skills but not creativity.
- D. creativity but not critical thinking skills.

ANSWER: D

56. Which of the following is NOT an element of the marketing mix?

- A. Distribution.
- B. Product .
- C. Target market.
- D. Pricing.

ANSWER: C

57. The term "marketing mix" describes \_\_\_\_\_

- A. A composite analysis of all environmental factors inside and outside the firm.
- B. A series of business decisions that aid in selling a product.
- C. The relationship between a firm's marketing strengths and its business weaknesses.
- D. A blending of four strategic elements to satisfy specific target markets.

ANSWER: D

58. Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of \_\_\_\_\_

- A. Pricing.
- B. Distribution.
- C. product development.
- D. promotion .

ANSWER: D

59. The way in which the product is delivered to meet the customers' needs refers to

- A. new product concepts and improvements
- B. Selling.
- C. advertising and promotion activities
- D. place or distribution activities.

ANSWER: B

60. The key term in the American Marketing Association's definition of marketing is \_\_\_\_\_

- A. process.
- B. Customers.
- C. Stakeholders.
- D. Value.

ANSWER: B

61. The differentiation of a firms products or services to promote environmental responsibility is referred to

as \_\_\_\_\_

- A. social branding.
- B. eco-branding.
- C. me-too branding.
- D. brand personality.

ANSWER: A

62. Which of the following elements is NOT part of Porters 5-forces model for industry competitiveness?

- A. threat of substitutes
- B. threat of suppliers.
- C. power of buyers.
- D. threat from government players.

ANSWER: D

63. A market with which of the following characteristics would generally be less competitive?

- A. high barriers to entry.
- B. lots of potential substitutes exist.
- C. strong bargaining power among buyers.
- D. strong bargaining power among suppliers.

ANSWER: B

64. To evaluate an organizations Strategic Business Units (SBU) the Boston Consulting Group developed a portfolio performance framework that characterizes some of the SBUs as \_\_\_\_\_

- A. question marks.
- B. quick winners.
- C. charging bulls.
- D. cash outs.

ANSWER: B

65. The quadrant of the Boston Consulting Group (BCG) matrix that represents both a high market share and a high rate of market growth includes the \_\_\_\_\_

- A. cash cows.
- B. Achievers.
- C. Stars.
- D. Strivers.

ANSWER: B

66. Consumer behavior is a term that refers to \_\_\_\_\_

- A. organizational and institutional buying behaviour.
- B. organizational and consumer buying behaviour.
- C. commercial and government buying behaviour.
- D. individual and/or household buying behaviour.

ANSWER: D

67. Which of the following is NOT an example of consumer behaviour \_\_\_\_\_

- A. Claire buying a new car.
- B. Ashley buying a new home theatre/cinema system.
- C. Sarah deciding on a college or university to attend.
- D. Marcus ordering a new computer system for his work.

ANSWER: C

68. Which of the following is NOT an internal factor that influences the consumer product acquisition process include \_\_\_\_\_

- A. learning.
- B. Family.
- C. self-concept.
- D. Perceptions.

ANSWER: B

69. With respect to consumer behaviour, one's friends, and relatives could be considered \_\_\_\_\_

- A. impersonal influence.
- B. reference group influence.
- C. perceptual influence.
- D. institutional influences.

ANSWER: B

70. With respect to consumer behaviour, the function of one's perceptions, learning and memory processes is to \_\_\_\_\_

- A. attend to messages.
- B. filter messages.
- C. store messages.
- D. all of the above.

ANSWER: C

71. Which of the following is typically NOT a result of recognizing the importance of ethnic groups by marketers?

- A. Use of an undifferentiated one-size-fits-all marketing strategy.
- B. Different pricing strategies for different groups.
- C. Variations in product offerings to suit the wants of a particular group.
- D. Study of ethnic buying habits to isolate market segments.

ANSWER: B

72. The single group within society that is most vulnerable to reference group influence is \_\_\_\_\_

- A. the older consumer who feels somewhat left out of things.
- B. married women, many of whom feel a need for stability in their lives.
- C. new immigrants who really want to assimilate into their new culture.
- D. children, who base most of their buying decisions on outside influences.

ANSWER: A

73. Which of the following can be described as an affective mental state?

- A. Attitudes.
- B. Opinions.
- C. Values.
- D. Conative.

ANSWER: D

74. Early adopters, of which opinion leaders are large comprised, tend to be \_\_\_\_\_

- A. generalized; that is, they tend to lead the group on most issues.
- B. more likely to buy new products before their friends do and voice their opinions about them.
- C. from the upper class; people from other classes are more likely to be followers.
- D. quiet, withdrawn people who don't make fashion statements or take risks easily.

ANSWER: B

75. An imbalance between a consumer's actual and desired state in which recognition that a gap or problem needs resolving is called\_\_\_\_\_

- A. motive development.
- B. an attitudes.
- C. a self-concept.
- D. product evolution.

ANSWER: B

76. According to Maslows Hierarchy of Needs theory, the need for fulfilment, for realizing one's own potential, and for fully using one's talents and capabilities are examples of\_\_\_\_\_ needs

- A. self-actualization.
- B. Physiological.
- C. Social.
- D. Esteem.

ANSWER: A

77. A person who is in the position of attempting to satisfy their needs at the most basic level is operating at the level of Maslow's needs hierarchy called the need for \_\_\_\_\_

- A. self-actualization.
- B. Esteem.
- C. Physiological.
- D. Belongingness.

ANSWER: C

78. Which of the following is an assumption in Maslow's hierarchy of needs?

- A. Needs are dependent on culture and also on social class.
- B. Lower-level needs must be at least partially satisfied before higher needs can affect behaviour.
- C. Needs are not prioritized or arranged in any particular order.
- D. Satisfied needs are motivators, and new needs emerge when current needs remain. Unmet.

ANSWER: B

79. Opinions can be referred to as cognitive and \_\_\_\_\_

- A. is a measure of the emotional content of the opinion.
- B. deals with the aesthetic content of the opinion.
- C. refers to the individual's knowledge and information about an object or concept.
- D. measures the speed with which one learns about others opinions.

ANSWER: C

80. Providing free samples of perfumes (scent) in magazines is an example of which of the following?

- A. Classical conditioning.
- B. Operant conditioning.
- C. Social learning.
- D. Behavioural learning.

ANSWER: A

81. Which of the following is NOT an example of habitual decision making?

- A. Buying a latte from Starbucks every morning on the way to work.
- B. Buying your favourite brand of shampoo in your fortnightly grocery shop.
- C. Setting up a mortgage account with a new bank.
- D. Running to the shop every Sunday to purchase the Sunday papers.

ANSWER: C

82. Post purchase re-evaluation of the consumer product acquisition process attempts to measure the degree of \_\_\_\_\_

- A. selling success experienced by the vendor.
- B. consumer satisfaction with the purchase.
- C. follow-up effectiveness of the firm.
- D. advertising influence on the purchase.

ANSWER: B

83. Which of the following consumer buying behaviours requires the LEAST effort?

- A. High involvement buying situation.
- B. New buying situation.
- C. Routine buying.
- D. Impulsive buying.

ANSWER: C

84. With analyzing consumer lifecycles, marketers look at consumers in differing stages of their life. Many models upon which these are based were developed in the 1960s. Since then a lot has changed in consumer lifecycles. Which emerging trends should marketers take into consideration

- A. Fewer people are getting married.
- B. People getting married at a later age.
- C. More couples co-inhabiting.
- D. All of the above.

ANSWER: D

85. The process that creates changes in behaviour is called \_\_\_\_\_

- A. selective adaptation.
- B. Learning.
- C. involvement manipulation.
- D. attitude adjustment.

ANSWER: D

86. The process of anticipating future events and conditions and determining the best way to achieve organizational objectives is known as \_\_\_\_\_

- A. researching.
- B. Planning.
- C. Controlling.
- D. Managing.

ANSWER: A

87. Strategic marketing planning establishes the \_\_\_\_\_

- A. resource base provided by the firm's strategy.
- B. economic impact of additional sales.
- C. tactical plans that must be implemented by the entire organization.
- D. basis for any marketing strategy.

ANSWER: C

88. The strategic marketing planning process begins with \_\_\_\_\_

- A. the writing of the mission statement.
- B. the establishment of organizational objectives.

C. the formulation of a marketing plan.

D. hiring a senior planner.

ANSWER: B

89. This sets out what an organization wants to become\_\_\_\_\_

A. marketing objectives

B. mission statement.

C. vision statement.

D. marketing strategy.

ANSWER: B

90. \_\_\_\_\_is/are concerned with defining target markets and segments, and then setting out the direction and competitive approach that the organization wishes to take within these markets.

A. Marketing objectives.

B. Strategy marketing planning.

C. Marketing activities.

D. Corporate strategy.

ANSWER: B

91. A market with which of the following characteristics would generally be less competitive?

A. High barriers to entry.

B. Lots of potential substitutes exist.

C. Strong bargaining power among buyers.

D. Strong bargaining power among suppliers.

ANSWER: B

92. Which of the following firms has often followed a market challenger (second-mover) strategy?

A. Apple Computer.

B. eBay.

C. Sains bury' s.

D. Amazon.com.

ANSWER: D

93. SWOT is an acronym for\_\_\_\_\_

A. strategy, working, opinion, tactical.

B. strengths, weaknesses, opportunities, threats.

C. strategy, work, openness, toughness.

D. strategy, weakness, opinions, tactics.

ANSWER: B

94. In SWOT analysis, situations where organizations are able to convert weaknesses into strengths and threats into opportunities, these are called\_\_\_\_\_

A. strategic windows.

B. strategic leverage.

C. conversion strategies.

D. Vulnerability.

ANSWER: C

95. This is something that at some time in the future may destabilize and/or reduce the potential performance of the organization.\_\_\_\_\_

A. Threat.

- B. Strength.
- C. Weakness.
- D. Opportunities.

ANSWER: C

96. An example of a "threat" to a firm discovered by a SWOT analysis might be \_\_\_\_\_

- A. cost advantages present because of advanced technology.
- B. the chance to acquire firms with needed technology.
- C. likely entry of new competitors in the industry.
- D. too narrow a product line for the firm.

ANSWER: C

97. These objectives are often employed in mature markets as firms/products enter a decline phase. The goal is to maximize short-term profits and stimulate a positive cash flow. \_\_\_\_\_

- A. harvest objectives.
- B. divest objectives.
- C. hold objectives.
- D. growth objectives.

ANSWER: D

98. Which of the following is a strategic marketing planning tool?

- A. the market share/market growth (bcg) matrix.
- B. the consumer scanning model.
- C. a market vulnerability/business opportunity matrix.
- D. market sheet analysis.

ANSWER: A

99. These objectives are often the most suitable when firms operate in a market dominated by a major competitor and where their financial resources are limited. \_\_\_\_\_

- A. niche.
- B. Hold.
- C. Harvest.
- D. Divest.

ANSWER: B

100. This type of growth refers to concentrating activities on markets and/or products that are familiar \_\_\_\_\_

- A. Diversification.
- B. Condensive.
- C. Integrative.
- D. Intensive.

ANSWER: C

101. A broadly defined, enduring statement of purpose that distinguishes a business from others of its type is referred to as which of the following?

- A. A focus statement.
- B. A tactical plan.
- C. A business mission.
- D. A strategic statement.

ANSWER: D

102. A firm can reduce the bargaining power of suppliers by\_\_\_\_\_
- A. designing standardized components so that many suppliers are capable of producing them
  - B. threatening to integrate backward into supply.
  - C. seeking new sources of supply.
  - D. by pursuing all of the above options.

ANSWER: C

103. The bargaining power of buyers is greater when\_\_\_\_\_
- A. there are many dominant buyers and many sellers.
  - B. the industry is not a key supplying group for buyers.
  - C. suppliers threaten to integrate forward into the buyers industry.
  - D. all of the above conditions are present.

ANSWER: A

104. Diversification is best described as which of the following?
- A. Existing products in new markets.
  - B. Existing products in existing markets.
  - C. New products for new markets.
  - D. New products for existing markets.

ANSWER: D

105. Market expansion is usually achieved by\_\_\_\_\_
- A. more effective use of distribution.
  - B. more effective use of advertising.
  - C. by cutting prices.
  - D. all of the above are suitable tactics.

ANSWER: D

106. The process of anticipating future events and conditions and determining the best way to achieve organizational objectives is known as\_\_\_\_\_
- A. researching.
  - B. Planning.
  - C. Controlling.
  - D. Managing.

ANSWER: B

107. Strategic marketing planning establishes the\_\_\_\_\_
- A. resource base provided by the firm's strategy.
  - B. economic impact of additional sales.
  - C. tactical plans that must be implemented by the entire organization.
  - D. basis for any marketing strategy

ANSWER: C

108. The strategic marketing planning process begins with\_\_\_\_\_
- A. the writing of the mission statement.
  - B. the establishment of organizational objectives.
  - C. the formulation of a marketing plan.
  - D. hiring a senior planner.

ANSWER: B

109. This sets out what an organization wants to become \_\_\_\_\_

- A. marketing objectives.
- B. mission statement
- C. vision statement.
- D. marketing strategy.

ANSWER: B

110. \_\_\_\_\_ is/are concerned with defining target markets and segments, and then setting out the direction and competitive approach that the organization wishes to take within these markets.

- A. Marketing objectives.
- B. Strategy marketing planning.
- C. Marketing activities.
- D. Corporate strategy.

ANSWER: B

111. In \_\_\_\_\_ stage selling activity becomes the dominant factor, without any efforts for the satisfaction of the consumer needs.

- A. production orientation.
- B. barter system.
- C. sales orientation.
- D. consumer orientation.

ANSWER: C

112. According to whom-Market includes both place and region in which buyers and sellers are in free competition with one another \_\_\_\_\_

- A. Pyle.
- B. Kotler.
- C. Drucker.
- D. Clark and Clark.

ANSWER: B

113. The limitations of e-marketing is \_\_\_\_\_

- A. the inability to touch and feel.
- B. instant cash payment.
- C. touch and feel.
- D. immediate delivery.

ANSWER: A

114. Selling emphasizes on \_\_\_\_\_

- A. product.
- B. Consumers.
- C. Markets.
- D. Sellers.

ANSWER: B

115. \_\_\_\_ views customers as last link in the business.

- A. Selling.
- B. Marketing.
- C. Buying.
- D. Assembling.

ANSWER: B

116. Marketing emphasises on \_\_\_\_\_

- A. consumers wants.
- B. sellers need.
- C. manufacturers profit.
- D. retailers margin.

ANSWER: A

117. Distribution means \_\_\_\_\_

- A. physical transfer of goods.
- B. assembling of goods.
- C. processing of goods.
- D. scatter of goods.

ANSWER: D

118. Factors influencing marketing concepts \_\_\_\_\_

- A. population growth.
- B. assembling of goods.
- C. physical transfer of goods.
- D. scatter of goods.

ANSWER: B

119. 4ps of marketing \_\_\_\_\_

- A. product, price, promotion, place.
- B. product, price, preference, place.
- C. product, payment, promotion, place.
- D. product, price, promotion, publicity.

ANSWER: D

120. \_\_\_\_\_ creates images in the minds of the consumers

- A. Branding.
- B. Pricing.
- C. Product planning.
- D. Market research.

ANSWER: A

121. Online marketing can be defined as \_\_\_\_\_

- A. the application of information technology for internal and external business processes.
- B. the utilization of database marketing techniques that generate dynamic relationships.
- C. in an online world .
- D. the use of internet and related digital information and communications technologies.

ANSWER: A

122. Effective online marketers requires the following combination \_\_\_\_\_

- A. IT and Marketing competences to achieve customer satisfaction.
- B. product innovations and creative web site design.
- C. digital technologies with strategic market planning.
- D. new forms of direct marketing with new supplier relationships.

ANSWER: B

123. The main consumer concerns that restricted the rate of internet adoption were \_\_\_\_\_

- A. customer resistance to change.

- B. the online shopping experience.
- C. limited web access.
- D. security, trust and privacy issues.

ANSWER: B

124. An organisation's web site plays an increasingly crucial role in\_\_\_\_\_

- A. multi-channel marketing.
- B. customer service
- C. relationship marketing.
- D. customer acquisition.

ANSWER: C

125. The convenience provided by the Internet is important for the following environmental' reasons\_\_\_\_\_

- A. political.
- B. Legal.
- C. socio-economic.
- D. Technological.

ANSWER: D

126. The Internet has resulted in a fundamental shift in\_\_\_\_\_

- A. greater consumer power and knowledge.
- B. greater competition.
- C. price competitiveness.
- D. strategic alliances and partnerships.

ANSWER: A

127. An Internet champion is needed to change and shape\_\_\_\_\_

- A. the communications strategy.
- B. the competitive strategy.
- C. the customization strategy.
- D. the corporate culture.

ANSWER: C

128. For multi-channel marketers, the online environment should reinforce\_\_\_\_\_

- A. the offline brand.
- B. consistent brand values across all channels
- C. a customer's self image.
- D. supplier and distributor relationships.

ANSWER: B

129. Political influence has been important in developing\_\_\_\_\_

- A. international e-regulations.
- B. web accessibility.
- C. a country's e-readiness.
- D. broadband adoption.

ANSWER: D

130. A well designed web site can communicate effectively with its\_\_\_\_\_

- A. target market.
- B. Stakeholders.

C. Intermediaries.

D. Investors.

ANSWER: A

131. The Napkin Model of the early Internet boom period was attributed to\_\_\_\_\_

A. internet investors.

B. new technology developers.

C. online strategists in the catering industry.

D. dotcom entrepreneurs and tycoons.

ANSWER: D

132. Web Metrics provides a vital role in which phase of The Strategic Marketing Cycle?

A. Planning Phase.

B. Implementation Phase.

C. Control Phase.

D. Evaluation Phase.

ANSWER: A

133. Technologically inspired change drives\_\_\_\_\_

A. organizational restructuring either by department or across the organization

B. organizations to adopt new technology in imaginative ways.

C. organizations through cycles of industrial change.

D. managers or champions to instigate change.

ANSWER: A

134. A web site should be designed for\_\_\_\_\_

A. as wide appeal as possible.

B. as many segments as possible.

C. as many 'publics' as possible.

D. your most valuable customer with high lifetime values.

ANSWER: D

135. The gardening and plant specialist web site, www.crocus.co.uk has a\_\_\_\_\_

A. customer-focused orientation.

B. network focused orientation.

C. internally focused orientation.

D. target group orientation.

ANSWER: D

136. For effective campaign management and customer service in a multi-channel environment, organisations need\_\_\_\_\_

A. a consistent brand image.

B. a distinct strategy for each channel.

C. data integration across channels.

D. e-mail and CRM.

ANSWER: B

137. Online customer reviews, collaborative filtering and 360' degree product viewings are all examples of?

A. Online customer service.

B. Online core benefits.

C. Information goods.

D. Online added value.

ANSWER: D

138. Which of the technologies below provide real time exchange of information for the benefit of players in logistics and supply chain management?

- A. Secure Electronic Transactions (SET).
- B. Electronic Data Interchange (EDI).
- C. Graphical User-Interfaces (GUI).
- D. Supply Chain.

ANSWER: D

139. Mike Grehan's Online Promotional Planning tool contains which four elements?

- A. Planning, Product, Positioning and Place.
- B. Product, Price, Place and Promotion.
- C. Positioning, Permission, Partnership and Performance.
- D. Promotion, Public Relations, Personalisation and Permission.

ANSWER: A

140. From a marketing perspective, what is the major attraction of the Internet to Small and Medium Sized Enterprises?

- A. Falling Technology Costs.
- B. International expansion.
- C. Greater promotional opportunities and access to more markets.
- D. Improvements in Supply Chain Management.

ANSWER: C

141. Which of the following is the correct sequence in the consumer buying decision process?

- A. Problem recognition, evaluation of alternatives, information search, purchase decision post purchase evaluation.
- B. Problem recognition, information search, evaluation of alternatives, purchase decision, post purchase evaluation.
- C. Problem recognition, information search, purchase decision, evaluation of alternatives, post purchase evaluation.
- D. Information search, problem recognition, evaluation of alternatives, purchase decision, post purchase evaluation.

ANSWER: D

142. When considering why a customer might shop online, cost is not limited to the buying price. Which of the following is not an additional 'cost' that might influence a buyer to use the Internet as part of their buying process?

- A. Time through not having to physically visit an outlet.
- B. Time through using online search engines to locate a product.
- C. Chance to buy better quality products.
- D. Total transaction cost.

ANSWER: A

143. Which of the following is not one of the reasons for empirical evidence preceding academic studies in the development of online marketing?

- A. Broadband quickly replaced dial-up connections.
- B. The way that the Internet is used changed significantly in a short space of time.
- C. The demographics of Internet users changed.

D. Internet technology developed quickly.

ANSWER: A

144. Which of the following could not be described as explicit online buyer behaviour that might be monitored?

- A. Placing an order for a product.
- B. Registration details.
- C. Signing up for an e-newsletter.
- D. Previous purchases.

ANSWER: D

145. In buyer behaviour, topographical association refers to \_\_\_\_\_

- A. the identification of buyers geographical location on a map.
- B. the premise that all individual's implied behaviour will not be matched by others.
- C. the assessment of buyer behaviour by how current it is.
- D. the premise that one individual's implied behaviour will be matched by others.

ANSWER: D

146. Which of the following is not part of the B2B decision-making unit?

- A. Those who meet sales representatives.
- B. Those who have the authority to make the purchase.
- C. Those who initiate the purchase procedure.
- D. Those who actually use the product

ANSWER: D

147. Which of the following is not an e-metric that might be used to assess an objective of providing after-sales service?

- A. The length of visit.
- B. The average order size.
- C. The amount of visits to a FAQ page.
- D. The amount of page downloads.

ANSWER: A

148. According to Kotler (2003) which of the following is not an example of when database marketing is unlikely to be worthwhile?

- A. Where the cost of gathering information is too high.
- B. Where customers show little loyalty to a brand.
- C. All three are examples.
- D. Where the unit sale is very small.

ANSWER: A

149. Which of the following is not data about an individual's online habits that might be useful to the online marketer?

- A. The time period in which they go online.
- B. How long they spend online in a single session.
- C. Their income.
- D. The location in which they access the web.

ANSWER: D

150. Which of the following is not information that might be included on a B2B database?

- A. Hobbies of the customer.

- B. Profitability of customers.
- C. Volume of previous purchases.
- D. Buying practices.

ANSWER: A

Staff Name  
SHANKAR GANESH G.