

# MARKETING

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**Q1.** Identify the correct sequence of elements of McKinsey 7-S framework for business success.

- Strategy, security, structure, systems, style, shared values, staff.
- Strategy, structure, style, systems, style, shared values, staff.
- Strategy, structure, systems, style, staff, skills, shared values.
- None of the above

**Q2.** Price and service sensitive buyers see their product as very important for their operations. They receive approximately 10% discount and above-average service. They are knowledgeable about competitive offerings and are ready to switch for a better price, even at the sacrifice of some service. Who are these buyers?

- Transaction buyers
- Bargain hunters
- Relationship buyers
- None of the above

**Q3.** Which is the correct sequence of the following steps of marketing research process?

- i. Presenting the finding to management.
  - ii. Analyzing the information.
  - iii. Collecting the information.
  - iv. Defining the problem and research objective.
  - v. Developing the research plan.
- iv, v, i, iii and ii
  - iv, v, iii, ii and i
  - v, ii, i, iv and iii
  - iv, i, iii, v and ii
  - None of the above

**Q4.** Training sales executives is an essential part of direct marketing. Another trend in direct marketing is growing number of DSAs. They are entrepreneurs who set themselves up with minimum or no investment. What does this DSA stand for?

- Direct Selling Authorities
- Direct Sales Association
- Direct Selling Associates
- Direct Selling Association

**Q5.** Geo-clustering comes under \_\_\_\_\_.

- Multi-attribute segmentation
- Geographic segmentation
- Both a and b
- Neither a nor b