

**Sample Question Paper for Practice**  
**MFM/MMM/MHRDM (SEMESTER - VI) (CHOICE BASE) Examination 2020**  
**(Marketing Specialization)**

## **Subject: Strategic Marketing Management (UE)**

Q1) BCG matrix has \_\_\_\_ quadrants.

- a) 2
- b) 4
- c) 5
- d) 6

Q2) Which is NOT in new product development process

- a) Cannibalization
- b) Test Marketing
- c) Idea generation
- d) Product development

Q3) Which is Online business

- a) K-Retailing
- b) E-Retailing
- c) R-Retailing
- d) X-Retailing

Q4) Which is from Ansoff Matrix

- a) Product Development
- b) Customer service
- c) Investment
- d) Branding

5) Which is not Porter's 5 force

- a) Threat from customer
- b) Threat of New Entry
- c) Bargaining Power of supplier
- d) Bargaining Power of buyer

Q6) Which is a marketing warfare strategy

- a) Guerrilla
- b) Cash cow
- c) Dog
- d) Tiger

Q7) Which is NOT in Marketing Mix

- a) Product
- b) Price
- c) Purchase
- d) Promotion

Q8) CSR stands for

- a) Corporate Social Reform
- b) Corporate Sensex Register
- c) Corporate Social Responsibility
- d) Corporate Salt Restructure

Q9) Which is NOT a Price in retailing

- a) MRP
- b) Discounted price
- c) Physiological price
- d) ERP

Q10) Cash cows in BCG Matrix is a \_\_\_ in low Growth category market.

- a) Leader
- b) Follower
- c) Survivor
- d) Diluter

Q11) Question Mark in BCG matrix is a \_\_\_ in high Growth category market.

- a) Leader
- b) Follower
- c) Survivor
- d) Warrior

Q12) McKinsey 7S Model has hard elements as well as \_\_\_ elements.

- a) Soft
- b) Minor
- c) Major
- d) Semi-Hard

Q13) PLC is a \_\_\_

- a) Product liability cycle
- b) Product limitation cycle
- c) Product life cycle
- d) Product light cycle

Q14) \_\_\_ shows the company a realistic, attractive, credible future.

- a) Strategic mission
- b) Strategic vision
- c) Goal
- d) Objective

Q15) Infosys believes in helping their clients meet their goals through their people, service & solutions. It is called \_\_\_

- a. Goal
- b. Objective
- c. Strategic Vision

d. Strategic Mission

Q16) Marketing mix expressed in Rupee terms is known as

- a. Sales Budget
- b. Marketing Budget
- c. Sales plan
- d. Product plan

Q17) Sharpening Objection Handling capacity is a part of \_\_\_\_\_

- a. Strategy Formulation
- b. Strategy implementation
- c. Vision
- d. Mission

Q18) Strategy formulation is a relatively static process whereas \_\_\_\_\_ is a highly dynamic process.

- a. Goal
- b. Objective
- c. Mission
- d. Strategic Implementation

Q19) The new product that create an entirely new market is called as \_\_\_\_\_

- a) New to the world
- b) New product line
- c) Repositioning
- d) Improvements in / revisions to existing products

Q20) The 7s framework was given by –

- a) BCG
- b) GE
- c) Ansoff
- d) McKinsey

Q21) In SWOT the internal factors are

- a) Strength and Weakness
- b) Strength and opportunity
- c) Threat and Weakness
- d) Strength and Threat

Q22) Rural market usually represents

- a) Village side market
- b) Metropolitan market
- c) International urban market
- d) Other planet market

Q23) Rs. 99 is example of

- a) Psychological pricing
- b) Marketing price
- c) Discounting price

d) Online pricing

Q24) In which market you easily find knock-off of product

- a) Rural market
- b) Urban market
- c) Metropolitan market
- d) Virtual market

Q25) Export market is

- a) International/ cross border market
- b) Within country market
- c) Only Fashion market
- d) Only Oil market

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