

Multiple Choice Questions

Elective – II Marketing Management – IV

Strategic Marketing

1) Which of the following pricing strategies is NOT ideal for new products?

- A) Market-Skimming
- B) Discriminatory Pricing**
- C) Promotional Pricing
- D) None of these

2) In market skimming pricing strategy:

- A) Initially price is higher and then it is reduced
- B) Initially price is lower and then it is increased**
- C) Initial price is high and is maintained high
- D) Initial price is low and is maintained low

3) With _____ pricing, the products are priced below list price (or even below cost) for a temporary period to create buying urgency.

- A) Reference
- B) By-product
- C) Promotional**
- D) Market penetration

4) The formula _____ is the essence of strategic marketing.

- A) STP- Segmentation, Targeting, Positioning**
- B) CRM- Customer Relationship Management
- C) TPD- Targeting, Positioning, Distribution
- D) None of the above

5). Customer Relationship Management is about

A) Acquiring the right customer

B) Instituting the best processes

C) Motivating employees

D) All of the above

6) _____ is the study of how individuals, groups and organizations select, buy, use and dispose off goods, services, ideas or experiences to satisfy their needs and wants.

A) Consumer behavior

B) Product cycle

C) Purchase behavior

D) None of the above

7) Customized products and services for customers and interaction to individual customers are part of

A) retailers management

B) customer relationship management

C) company relationship management

D) supplier management

8) Customers lifetime purchases that generate net present value of future profit streams is called

- A) **customer lifetime value**
- B) customer purchases value
- C) customer cost incurred
- D) customer relationships

9) This is the processing of data about customers and their relationship with the enterprise in order to improve the enterprise's future sales and service and lower cost.

- A) clickstream analysis
- B) database marketing
- C) customer relationship management
- D) **CRM analytics**

10) This is a central point in an enterprise from which all customer contacts are managed.

- A) **contact center**
- B) help system
- C) multichannel marketing
- D) call center