

Student ID : _____

Student Name : _____

Subject Code & Name : DBA - FOM

Semester & Year : August Intake, 2021

Lecturer/Examiner : Yalina Keith

Duration : 30 Minutes

Mark : 30 %

INSTRUCTIONS TO CANDIDATES

- This question paper consists of ONE (1) section questions:
- Students are required to answer ALL SECTIONS.
- Study the "REQUIRED" section of each question carefully. Then extract the data required for your answers from the information supplied.
- Write your answers in blue or black ink/ballpoint. You can only use pencil for graphs, charts, diagrams, etc.
- Begin your answer to each question on a new page.
- All answers must be correctly numbered but need not be in numerical order.
- Workings must be shown.
- You may use a calculator provided the calculator gives no printout, has no word display facilities, is silent and cordless. The provision of batteries and their condition is your responsibility.
- Marks may be lost through lack of neatness and poor presentation
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
- This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.

WARNING:

EC Global Academy regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from EC Global Academy

1. Marketing is best defined as:
 - A. Refers to any activities that promotes and sells products and services
 - B. Refers to campaigns that will boost sales and margins
 - C. All of the above

2. Marketing is supposed to do all these except:
 - A. Capture attention
 - B. Educate prospect
 - C. Spread latest news

3. Pick the best characteristic to have in a successful marketing person
 - A. Curious, visionary, skillful and possess great communication skill
 - B. Likes to share personal stories with customers
 - C. Aggressive and unstoppable

4. Needs are _____ requirements in marketing concepts
 - A. Optional
 - B. Essential
 - C. Invisible

5. Some of the great examples that fall under the needs category are as below EXCEPT:
 - A. Makeup *
 - B. Food
 - C. Shelter

6. _____ are NON-COMPULSORY requirements.
 - A. Demands
 - B. Needs
 - C. Wants

7. 'Understanding what motivates consumers is more crucial ever'
 - A. True
 - B. False

8. What is a marketing mix?
- A. It's a mixture of ideas put together by different departments
 - B. A combination of factors that a business can control in order to influence consumers to purchase its product
 - C. A sales process
9. Below are the 4Ps in marketing EXCEPT:
- A. Product
 - B. Price
 - C. Promotion
 - D. Position
10. What is brand positioning?
- A. It is a strategy used to set your business apart from the rest
 - B. It is a process of positioning your brand in the mind of your consumers
 - C. All of the above
11. What is the disadvantages of Price Based Positioning Strategy?
- A. People will tend to question the quality of our product due its cheap pricing
 - B. It will be hard to set the pricing
 - C. Nobody wants to offer cheap price to avoid losses
12. Companies highlight their strong support system if their product has a complicated implementation phase. Which positioning strategy does this describe?
- A. Quality based positioning strategy
 - B. Price based positioning strategy
 - C. Customer service-based positioning strategy
13. Convenience based positioning strategy highlights on convenience based on locations, ease of use, multiple accessibility and platform support.
- A. True
 - B. False
14. Traditional marketing refers to brand promotions on _____ channels before the rise of the internet
- A. Ground

- B. Offline
- C. Online

15. Cold calling falls under which type of marketing?

- A. Outbound
- B. Inbound
- C. Traditional

16. Inbound marketing is focused more on _____ customers rather than interrupting them.

- A. Attracting
- B. Forcing
- C. Pulling

17. What are the 2 keys to success in social media marketing?

- A. Relevant content and consistency
- B. Big budgets and big announcement
- C. Many followers and always online

18. Outlining our campaign goals require us to use the SMART approach. What is the SMART approach?

- A. Specific, Measurable, Attainable, Realistic and Timely
- B. Specific, Measurable, Assurance, Realistic and Timely
- C. Specific, Measurable, Attentive, Reach out and Teamwork

19. How do we test our target market assumption or the personas?

- A. By creating surveys and see who responds to us
- B. By assuming everyone will respond to us
- C. There is no need to test our target market assumptions

20. What is 'USP' in the context of marketing?

- A. Universal selling proposition
- B. Untitled selling proposition
- C. Unique selling proposition