

Bank of Baroda SO Previous year Questions

Q1. Galaxy chocolate has successfully competed with Cadbury by positioning itself as "your partner in chocolate indulgence" and featuring smoother product shapes, more refined taste, and sleeker packaging, which represents which of the following main strategies for growing the core of the business?

- (a) Make the core of the brand as distinctive as possible.
- (b) Drive distribution through both existing and new channels.
- (c) Offer the core product in new formats or versions.
- (d) Increase costs and revenue.
- (e) Expand to another geographic region.

Q2. _____ distribution system can be used to penetrate the rural market.

- (a) Satellite
- (b) selective
- (c) exclusive
- (d) intensive
- (e) Minimal

Q3. Which of the following business practices involves reducing the number of organizational levels to get closer to the customer?

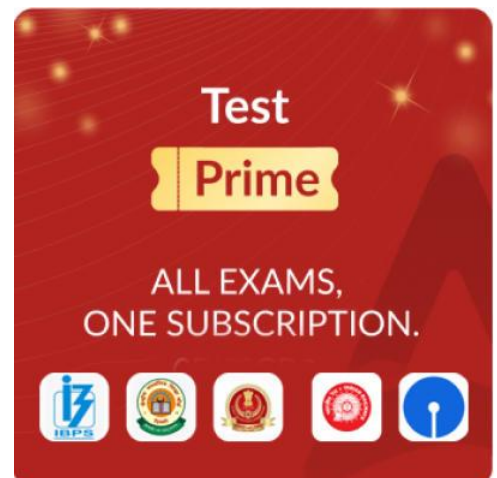
- (a) flattening
- (b) globalizing
- (c) decentralization
- (d) Merging
- (e) justifying

Q4. Name the 4th C of the marketing mix.

- (a) Convenience
- (b) Competition
- (c) Consumption
- (d) Customer division
- (e) None of these






Q5. Which strategy involves weeding out weaker brands and focusing marketing dollars only on brands that can achieve the number-one or number-two market share positions in their categories?

- (a) megabrand
- (b) service inseparability
- (c) social marketing
- (d) unsought product
- (e) undifferentiated



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Q6. Who is primarily responsible for efficiency control?

- (a) BAMT
- (b) marketing auditor
- (c) middle management
- (d) line and staff management
- (e) top management

Q7. Which of the following is NOT one of the 4 As customers most value?

- (a) acceptability
- (b) affordability
- (c) affability
- (d) accessibility
- (e) awareness

Q8. When eBay and Amazon.com cut out the majority of middlemen that normally would participate in the exchange process, it is an example of.....

- (a) deregulation
- (b) reverse auctioning
- (c) reintermediation
- (d) disintermediation
- (e) diversification

Q9. What are the four broad components of holistic marketing?

- (a) relationship, internal, position, and performance marketing
- (b) integrated, internal, position, and performance marketing
- (c) relationship, integrated, internal, and performance marketing
- (d) integrated, relationship, social responsibility, and position marketing
- (e) relationship, social responsibility, internal, and performance marketing

Q10. A _____ has three characteristics:

(1) a source of competitive advantage making a significant contribution to perceived customer benefits; (2) has applications in a wide variety of markets; and (3) is difficult to imitate.

- (a) core competency
- (b) market sensing process
- (c) corporate social responsibility effort
- (d) strategic business unit
- (e) philanthropic endeavor

Q11. After analyzing their company's strengths and weaknesses, top managers at Loan Bright decided that they would serve individual loan officers who typically only wanted to purchase small sets of homebuyer data, rather than bigger institutional clients. To meet the needs of this segment, Loan Bright simplified its sales contract, restructured its advertising efforts to focus on Google ads, and created a separate customer-service department. Loan Bright's strategy is best described as a (n) strategy.

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- (a) overall cost leadership
 - (b) focus
 - (c) differentiation
 - (d) diversification
 - (e) promotional

Q12. All too often companies today have failed to _____ their various communications channels, resulting in a hodgepodge of communications to consumers.

- (a) Promote
- (b) Re-channel
- (c) integrate
- (d) Open
- (e) verify

Q13. The answer to the customer's question "Why should I buy your brand?" is found in the _____.

- (a) quality image
- (b) customer services
- (c) **value proposition**
- (d) Differentiation
- (e) pricing and promotion structure

Q14. Ad man Rosser Reeves believes that firms should develop a USP for each brand and stick to it. What does USP stand for?

- (a) unique selling product
- (b) unique services practice
- (c) unique sales pitch
- (d) **unique selling proposition**
- (e) unique strategic practice

Q15. As You Like It, Inc., customizes its offers to each individual consumer. This practice of tailoring products and marketing programs to suit the tastes of specific individuals and locations is referred to as _____ marketing.

- (a) niche
- (b) mass
- (c) differentiated
- (d) undifferentiated
- (e) **micro**

Q16. In general, a company should enter only segments in which it can _____ and _____.

- (a) offer lower prices; ship faster
- (b) **offer superior value; gain advantages over competitors**
- (c) offer superior value; ship faster
- (d) gain advantages over competitors; differentiate its products
- (e) identify behaviors; understanding spending power

Q17. Lexus targets wealthy consumers with similar needs and buying behaviors, even though the consumers are located in different countries. This is an example of ____.

- (a) intermarket segmentation
- (b) loyalty segmentation
- (c) **life-cycle segmentation**
- (d) targeting segmentation
- (e) psychographic segmentation

Q18. Consumers can show their allegiance to brands, stores, or companies. Marketers can use this information to segment consumers by ____.

- (a) user status
- (b) **loyalty status**
- (c) store type
- (d) brand preference
- (e) usage rate

Q19. Helene Curtis began to market shampoo for *normal* hair. In an attempt to increase profits and use excess market capacity, Helene Curtis then marketed shampoo for oily hair and color-treated hair. This is an example of ____.

- (a) **line filling**
- (b) social marketing
- (c) a shopping product
- (d) an unsought product
- (e) people marketing

Q20. Service providers must consider four special characteristics when designing marketing programs. Which is NOT one of these characteristics?

- (a) intangibility
- (b) inseparability
- (c) perishability
- (d) interactive marketing
- (e) variability

Answer Key

- S1. Ans.(a)
- S2. Ans.(a)
- S3. Ans.(a)
- S4. Ans.(a)
- S5. Ans.(c)
- S6. Ans.(d)
- S7. Ans.(c)
- S8. Ans.(d)
- S9. Ans.(c)
- S10. Ans.(a)
- S11. Ans.(b)
- S12. Ans.(c)
- S13. Ans.(c)
- S14. Ans.(d)
- S15. Ans.(e)
- S16. Ans.(b)
- S17. Ans.(c)
- S18. Ans.(b)
- S19. Ans.(a)
- S20. Ans.(d)



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