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<input type="checkbox"/>	Question Type	Question	A	B	C	D	Answer	Remark
<input type="checkbox"/>	FBQ	Domestic based export merchants are merchants who are based in the <input type="text"/> country	Manufacturer's					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	Under indirect export strategy, the company only need to <input type="text"/>	Hire middlemen					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	The benefit derivable by company for chosen to enter a foreign market through exporting is <input type="text"/>	Minimal risks					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	In an industry where rivalry is intense, high fixed costs encourage <input type="text"/> to fill capacity	Price cutting					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	The presence of substitute products can lower industry's <input type="text"/>	Profitability					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	Industry attractiveness can be increased by raising <input type="text"/> barriers	Entry					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	<input type="text"/> is a major function performed by marketing intermediaries	Improving efficiency					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	Addition to existing lines accounts for about <input type="text"/> percent of new product launched	25	twenty five				<input type="button" value="eExam"/>

<input type="checkbox"/>								
<input type="checkbox"/>	FBQ	Product replacements accounts for about <input type="text"/> percentage of all new product launched	45	forty five				eExam
<input type="checkbox"/>	FBQ	Mouka foam is a brand name created by the producers, this type of branding is known as <input type="text"/>	Manufacturer brand					eExam
<input type="checkbox"/>	FBQ	The process by which companies distinguish their product offerings from the competition is <input type="text"/>	Branding					eExam
<input type="checkbox"/>	FBQ	Politicians market themselves to get votes and people's support is an example of <input type="text"/> marketing	Person					eExam
<input type="checkbox"/>	FBQ	Image assessment is a step by organisation to assess its <input type="text"/> image with key publics	Current					eExam
<input type="checkbox"/>	FBQ	A company's enduring statement of purpose that distinguished a business from other of its type is known as <input type="text"/>	Mission					eExam
<input type="checkbox"/>	FBQ	Which marketing mix activities communicate the merits of the product and persuade target customers to buy it <input type="text"/>	Promotion					eExam
<input type="checkbox"/>	FBQ	The goal of the societal marketing is to <input type="text"/> possible conflicts between short-run consumer wants and long-run consumer welfare.	Bridged					eExam
<input type="checkbox"/>	FBQ	Customer orientation concept requires the company to define customer needs from the <input type="text"/> point of view.	Customer					eExam

<input type="checkbox"/>								
<input type="checkbox"/>	FBQ	The marketing concept that holds that 'consumers will favour products that offer the most quality, performance, and innovative features is <input type="text"/> _concept	Product					eExam
<input type="checkbox"/>	FBQ	The auxiliary function of marketing is divided into risk-bearing, market information and <input type="text"/>	Market finance					eExam
<input type="checkbox"/>	FBQ	Functions of marketing include merchadizing, Auxiliary and <input type="text"/> functions	Physical distribution					eExam
<input type="checkbox"/>	FBQ	Marketing influence the following <input type="text"/> __by informing suggesting and persuading consumers about certain products stressing the benefits, except	Marketers					eExam
<input type="checkbox"/>	FBQ	Parallel co-branding occurs when two or more independent brands join forces to produce <input type="text"/>	Combined brand					eExam
<input type="checkbox"/>	FBQ	The function export broker is only to find <input type="text"/> for the manufacturer	Buyers					eExam
<input type="checkbox"/>	FBQ	Export buying agents reside in the <input type="text"/> country but represents foreign buyers	Manufacturer's					eExam
<input type="checkbox"/>	FBQ	Direct export entry strategy into international markets is utilized by <input type="text"/>	Cocacola					eExam
<input type="checkbox"/>	FBQ	Traveling export Sales representatives strategy is adopted mainly for <input type="text"/>	Financial handicap					eExam

<input type="checkbox"/>								
<input type="checkbox"/>	FBQ	An area designed by a government for the duty-free entry of goods or without custom control is <input type="text"/>	Free Trade Zone					eExam
<input type="checkbox"/>	FBQ	Free Trade zone is located in <input type="text"/> cities	Calabar					eExam
<input type="checkbox"/>	FBQ	Who is the author of 'The Wealth of nations' <input type="text"/>	Adams Smith					eExam
<input type="checkbox"/>	FBQ	David Ricardo was the economist that talked about <input type="text"/>	Relative Advantage					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is the basic concept underlining marketing	Human needs					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is someone seeking a resource from someone else and willing to offer something of value in exchange	Marketer					eExam
<input type="checkbox"/>	FBQ	Human wants that is backed by purchasing power is known as <input type="text"/>	Desire					eExam
<input type="checkbox"/>	FBQ	As an auxiliary function risk means <input type="text"/>	Uncertainty					eExam
<input type="checkbox"/>	FBQ	The key to customer retention in marketing is <input type="text"/>	Customer satisfaction					eExam
<input type="checkbox"/>	FBQ	A product line is a group of brands that are closely related in terms of their <input type="text"/> and the benefits they provide	Function					eExam
<input type="checkbox"/>	FBQ	One reason why some firms do not brand their products this is because they are unable to <input type="text"/>	To maintain a consistent quality of output					eExam
<input type="checkbox"/>	FBQ	When Poor performance of the co-brand have negative effects on the original brands, this is known as <input type="text"/>	Loss of image					eExam

<input type="checkbox"/>								
<input type="checkbox"/>	FBQ	An example of pure service is <input type="text"/>	Baby-sitting					eExam
<input type="checkbox"/>	FBQ	The theory of needs was propounded by <input type="text"/>	Abraham Maslow					eExam
<input type="checkbox"/>	FBQ	Strong brand names affect consumer's perceptions <input type="text"/>	Preferences					eExam
<input type="checkbox"/>	FBQ	Armed force belong to the <input type="text"/> service industry	Government					eExam
<input type="checkbox"/>	FBQ	Place marketing includes <input type="text"/> marketing and vacation marketing	Business site					eExam
<input type="checkbox"/>	FBQ	Domestic based export merchants are merchants who are based in the <input type="text"/> country	Manufacturer's					eExam
<input type="checkbox"/>	FBQ	Under indirect export strategy, the company only need to <input type="text"/>	Hire middlemen					eExam
<input type="checkbox"/>	FBQ	The benefit derivable by company for chosen to enter a foreign market through exporting is <input type="text"/>	Minimal risks					eExam
<input type="checkbox"/>	FBQ	Some of the important points to be considered by a company that want to enter foreign market are financial capability, nature of market and <input type="text"/>	Nature of product					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is an opportunity to expand domestic market abroad as well as seeking new market for new product for a firm	International marketing					eExam
<input type="checkbox"/>	FBQ	The primary motive of domestic market extension concept is to make excess <input type="text"/>	Domestic production					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is not a challenge in international marketing	Low cost of production					eExam

<input type="checkbox"/>								
<input type="checkbox"/>	FBQ	The aim of product mix contraction is to <input type="text"/>	Obtain higher profit from fewer product					eExam
<input type="checkbox"/>	FBQ	Trading down strategy entails adding a <input type="text"/> price product to a company's product line	Lower					eExam
<input type="checkbox"/>	FBQ	In trading up strategy, a <input type="text"/> price product is added to a line in order to attract a broader market	Higher					eExam
<input type="checkbox"/>	FBQ	When company adds a similar item to an existing product line with the same branded name is known as <input type="text"/>	Line extension					eExam
<input type="checkbox"/>	FBQ	Which of these positioning strategies will a firm adopt it already has a solid differential advantage <input type="text"/>	Positioning in relation to competitor					eExam
<input type="checkbox"/>	FBQ	As a product mix strategy, positioning is successful when it is place in the <input type="text"/> people	Mind of					eExam
<input type="checkbox"/>	FBQ	A company's product mix has a certain width, length, depth, and <input type="text"/>	Consistency					eExam
<input type="checkbox"/>	FBQ	The product mix dimension of a company is divided into <input type="text"/>	4	four				eExam
<input type="checkbox"/>	FBQ	The width of a product refers to <input type="text"/> many different product lines the company carries.	Different product lines					eExam
<input type="checkbox"/>	FBQ	A situation whereby firms come into some arrangements that inhibits competition in a market is known as <input type="text"/>	Collusion					eExam
<input type="checkbox"/>	MCQ	In an industry where rivalry is intense, high fixed costs encourage.....to fill capacity	Price cutting	Increase in price	Imposition of standard price	Free price movement	A	eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	The intensity of rivalry between competitors in an industry would depend on these factors	Structure of costs	Strategic objectives	Structure of competition	All of the above	D	eExam
<input type="checkbox"/>	MCQ	The presence of substitute products can lower industry's.....	Entry standard	Profitability	Loses	Economic integration	B	eExam
<input type="checkbox"/>	MCQ	Industry attractiveness can be increased by raising.....barriers	Access to distribution	Increasing standard	Exit	Entry	D	eExam
<input type="checkbox"/>	MCQ	A major function performed by marketing intermediaries	Exclusive distribution	Selective distribution	Improving efficiency	Suppliers	C	eExam
<input type="checkbox"/>	MCQ	The higher the bargaining power of suppliers, the.....	Higher costs	Lower costs	None of the above	A & B	A	eExam
<input type="checkbox"/>	MCQ	Identify the Reasons for New Product Failure	Inadequate market analysis	Lack of effective marketing effort	Product deficiencies	All of the above	D	eExam
<input type="checkbox"/>	MCQ	Marketing Testing, two major methods can be used. namely the Simulated market test and	Person marketing	Test marketing	Product testing	Scientific	B	eExam
<input type="checkbox"/>	MCQ	Concept testing allows the views of customers to enter the new product development process at an.....stage	Matured	Early	Designed	Packaging	B	eExam
<input type="checkbox"/>	MCQ	New product development involves all these steps except	Idea generation	Screening	Product replacement	Testing	C	eExam
<input type="checkbox"/>	MCQ	Addition to existing lines accounts for about..... percent of new product launched	25	45	26	55	A	eExam
<input type="checkbox"/>	MCQ	Product replacements: accounts for about.....percentage of all new product launched	25	45	26	55	B	eExam
<input type="checkbox"/>	MCQ	Marketing channel is also known as channel of	Production	Supply	Sales	Distribution	D	eExam
<input type="checkbox"/>	MCQ	Declining Trade and Investment Barriers and The role of Technological change are... of globalisation	Holders	Shakers	Drivers	Barrier	C	eExam
<input type="checkbox"/>	MCQ	One of these is not a short coming of globalisation	Barrier to international trade	Free trade	Shifting of power to super-national organisation	Economic growth	D	eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	In global marketplace. the tastes and preferences of consumers in different nations are beginning to.....on some global norms.	Distincts	Diverge	Separated	Converge	D	eExam
<input type="checkbox"/>	MCQ	In globalisation of markets, all markets are looked at as amarket.	Separated	Single	General	Integrated	B	eExam
<input type="checkbox"/>	MCQ	Aside product and service marketing, the following are equally marketable except	Place	Person	Image	Organisation	C	eExam
<input type="checkbox"/>	MCQ	Vacation marketing to spas, resorts, cities, states, and even entire nation is done by	Travel agent	Marketers	Marketing Agents	Tourists	A	eExam
<input type="checkbox"/>	MCQ	Business site marketing and vacation marketing are examples of...marketing	Place	Person	Organisation	People	A	eExam
<input type="checkbox"/>	MCQ	Politicians market themselves to get votes and people's support is an example of... marketing	Place	Group	Person	Organisational	C	eExam
<input type="checkbox"/>	MCQ	Image assessment is a step by organisation to assess its ...image with key publics	Current	Past	Established	Previous	A	eExam
<input type="checkbox"/>	MCQ	The sponsorship of who want to be a millionaire programme by MTN is done to advertised its product and company. This is known as.... Marketing	Personal	Hybrid	Pure	Organisational	D	eExam
<input type="checkbox"/>	MCQ	All of these can be use by service provider to check customer's satisfaction regularly except	Promo	Suggestion and complaint system	Customer survey	Comparison shopping	A	eExam
<input type="checkbox"/>	MCQ	Service variability means that the quality of services depends on who provides them,	Pattern	Quality	Quantity	Standard	B	eExam
<input type="checkbox"/>	MCQ	Choose the option that is not a determinant of industry attractiveness and long-run profitability	Bargaining power of buyers and suppliers	Poor timing	Threat of new entrants	Rivalry	B	eExam
<input type="checkbox"/>	MCQ	Service inseparability means that services cannot be separated from their.....	User	Provider	Marketers	Supplier	B	eExam
<input type="checkbox"/>	MCQ	Global branding is the achievement of brand penetration world-wide	Nationally	Sector	Worldwide	Country wide	C	eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	Some factors considered in the service components of a company are	Fighter brands	Hybrid	Pure tangible goods	Pure service	A	eExam
<input type="checkbox"/>	MCQ	A short-comings of product-based co-branding is	Loss of goodwill	Loss of control	Loss of image	B & C	D	eExam
<input type="checkbox"/>	MCQ	Branding a particular product goes with some benefits some of these benefits include one	Easy to identify products or services	Political Crisis	Cut in production	None of the above	A	eExam
<input type="checkbox"/>	MCQ	The two major forms of co-branding, namely product based co-branding and	Parallel	Ingredient co-branding	Re-branding	Communications-based co-branding	D	eExam
<input type="checkbox"/>	MCQ	Parallel co-branding occurs when two or more independent brands join forces to produce	Combined brand	Separate brand	Integrated brand	General brand	A	eExam
<input type="checkbox"/>	MCQ	While building brands, it is essential to look into the following features	Positioning	Quality	A & B	None of the above	C	eExam
<input type="checkbox"/>	MCQ	Choose among the options below one that is not a reason for strong branding	High profit	Trust	Brand domain	Company value	C	eExam
<input type="checkbox"/>	MCQ	The strength of a brand position in the market place is built on one of these elements	Trust	Brand domain	Barrier of competition	High profits	B	eExam
<input type="checkbox"/>	MCQ	Mouka foam is a brand name created by the producers, this type of branding is known as	Distributors brand	Manufacturer brand	All of the above	A & B	B	eExam
<input type="checkbox"/>	MCQ	The process by which companies distinguish their product offerings from the competition	Commercialization	Branding	Promo	Vendor	B	eExam
<input type="checkbox"/>	MCQ	The opinion leader that influence the behaviour of Nigerian consumers include the following except	Obas	Professional	All of the above	Emirs	C	eExam
<input type="checkbox"/>	MCQ	Personal factors that affect consumer purchases are all except	Beliefs and attitude	Education and Occupation	Personalities	Income	A	eExam
<input type="checkbox"/>	MCQ	Which of these options is not a philosophical factors influencing consumers behaviour	Selective exposure	Perception	Motivation	Education and occupation	D	eExam
<input type="checkbox"/>	MCQ	A consumer that buys goods and services for own or for family use is ... type of consumer	Organisational	Personal	A & B	None	B	eExam
<input type="checkbox"/>	MCQ	Consumer groups are classified into..... types	3	2	4	6	B	eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	The importance of studying consumer behaviour in modern business it helps to understand	Purchasing behaviour of different consumers	Negative Purchase	Company' profit	Revenue	A	eExam
<input type="checkbox"/>	MCQ	Who among these persons or group of persons has the power or finance to make purchase of a product	Initiator	Decider	Seller	Influencier	B	eExam
<input type="checkbox"/>	MCQ	One of the options is not a problems that militate against marketing planning	Political instability	Culture	Competitive advantage	Personalities	C	eExam
<input type="checkbox"/>	MCQ	Which of these is the reward for marketing planning	Political instability	Competitive advantage	Low penetration	Drop in revenue	B	eExam
<input type="checkbox"/>	MCQ	The aim of control in marketing planning is toso that corrective action can be taken.	Evaluate	Set goal	Plan	Set target	A	eExam
<input type="checkbox"/>	MCQ	A company's core strategies utilized in accomplishing objectives include the following except	Target market	Market Planning	Competitor target	Competitor advantage	B	eExam
<input type="checkbox"/>	MCQ	Strategic thrust and strategic objectives define where the business and its products intend to go in the	Immediate	Future	Past	Early	B	eExam
<input type="checkbox"/>	MCQ	The strategies use to accomplish marketing objectives are all except	Product development	Market penetration	Marketing audit	Marketing development	C	eExam
<input type="checkbox"/>	MCQ	A company's enduring statement of purpose that distinguished a business from other of its type is known as	Marketing	Competitive target	Mission	Marketing Research	C	eExam
<input type="checkbox"/>	MCQ	Which marketing mix activities communicate the merits of the product and persuade target customers to buy it.	Place	Promotion	Product	Price	B	eExam
<input type="checkbox"/>	MCQ	The goal of the societal marketing is to..... possible conflicts between short-run consumer wants and long-run consumer welfare.	Create gap	Bridged	Side tracked	All of the Above	B	eExam
<input type="checkbox"/>	MCQ	Customer orientation concept requires the company to define customer needs from the point of view.	Companys	Market	Product	Customer	D	eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	The marketing concept that holds that 'consumers will favour products that offer the most quality, performance, and innovative features is.....concept	Selling	Customer	Marketing	Product	D	eExam
<input type="checkbox"/>	MCQ	The auxiliary function of marketing is divided into risk-bearing, market information and	Market finance	Storage	Selling	Market Research	A	eExam
<input type="checkbox"/>	MCQ	Functions of marketing include merchadizing, Auxiliary and functions	Transaction	Market	Physical distribution	Standardisation	C	eExam
<input type="checkbox"/>	MCQ	Marketing influence the following By informing suggesting and persuading consumers about certain products stressing the benefits, except	Marketers	Demand	Need	Exchange	A	eExam
<input type="checkbox"/>	MCQ	Who define marketing is a total system of business activities designed to plan, price, promote and disribute want-satisfying goods and services to present and potential customer ?	Cundiff and still 1964	Kotler and Armstrong 1996	American Marketing Association	Stanton 1964	D	eExam

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