NUS BUSINESS SCHOOL MARKETING DEPARTMENT

MKT1003/MKT1705 PRINCIPLES OF MARKETING

PRACTICE PAPER (Set 1)

NOV 2018

There are 35 questions here to attempt.

- Marketing aims to ______.
 - (A) Create a value proposition, find suitable partners to deliver the product, and maximize shortterm profits
 - (B) Create value for customers, build customer relationships, and capture value from customers in return
 - (C) Design superior marketing programs that enhance market share and avoid competition
 - (D) Develop the most innovative product, build customer relationships, and be a socially responsible corporate citizen
 - (E) Grow future customers by selling cheap and good products and services
- 2. The ultimate aim of customer relationship management is to produce
 - (A) customer equity
 - (B) market share
 - (C) sales volume
 - (D) a reliable database
 - (E) higher profit margins
- A perceptual map allows a marketer to ______.
 - (A) Identify the competitive trends
 - (B) Identify current consumer trends
 - (C) Identify life cycle stage progression
 - (D) Identify growth opportunities
 - (E) All of the above
- 4. Which of the following is NOT a market-oriented business definition?
 - (A) "We make the Internet buying experience fast, easy, and enjoyable"
 - (B) "To sell tools and home repair and improvement items"
 - (C) "We help organize the world's information and make it accessible and useful to the Chinese."
 - (D) "We sell lifestyle and self-expression; success and status; memories, hopes, and dreams."
 - (E) "We create the Shangri-La experience—one that enlivens the senses, instills well-being, and fulfills even the unexpressed wishes and needs of our guests."
- Starbucks Coffee has recently begun selling and playing compilation CDs and is supporting its own XM satellite radio station. This represents which strategy for growth?
 - (A) product development
 - (B) market development
 - (C) market penetration
 - (D) diversification
 - (E) partner development
- 6. The consumer market is made up of which of the following?

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WJ Hussar

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