

Punjab State Cooperative Milk Producer's Federation Limited

Post Deputy Manager (Marketing)

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1. ਪੰਜਾਬੀ ਵਿੱਚ ਕਿੰਨੇ ਪ੍ਰਕਾਰ ਦੇ ਕਾਰਕ ਹੁੰਦੇ ਹਨ?
A) ਅੱਠ B) ਸੱਤ C) ਪੰਜ
D) ਦਸ
2. ਨਾਂਵ ਕਿੰਨੀ ਪ੍ਰਕਾਰ ਦੇ ਹੁੰਦੇ ਹਨ?
A) ਅੱਠ B) ਸੱਤ C) ਪੰਜ
D) ਦਸ
3. ਮਿੱਤਰ ਸ਼ਬਦ ਦਾ ਵਿਰੋਧੀ ਸ਼ਬਦ ਚੁਣੋ:
A) ਦੋਸਤ B) ਦੁਸ਼ਮਣ C) ਗੈਰ D) ਸ਼ਰੀਕੇਬਾਜ਼
4. ਹੇਠ ਲਿਖੇ ਸ਼ਬਦਾਂ ਵਿੱਚੋਂ ਸ਼ੁੱਧ ਸ਼ਬਦ ਦੱਸੋ।
A) ਬਸਤੂ B) ਬਸਤੂ C) ਵਸਤੂ D) ਵਸਿਤੂ
5. 'ਕਰੁਣਾ' ਸ਼ਬਦ ਦਾ ਵਿਰੋਧੀ ਚੁਣੋ:-
A) ਕਰੂਰਤਾ B) ਦਿਆਲਤਾ C) ਮਾਸੂਮੀਅਤ D) ਹਮਦਰਦੀ

6. ਵਿਸ਼ੇਸ਼ਤਾ ਤੋਂ ਕੀ ਭਾਵ ਹੈ?

- A) ਜੋ ਨਾਂਵ ਦੀ ਵਿਸ਼ੇਸ਼ਤਾ ਪ੍ਰਗਟ ਕਰੇ
- B) ਜੋ ਵਿਸ਼ੇਸ਼ਤਾ ਦੀ ਵਿਸ਼ੇਸ਼ਤਾ ਪ੍ਰਗਟ ਕਰੇ
- C) ਜੋ ਕਿਰਿਆ ਦੀ ਵਿਸ਼ੇਸ਼ਤਾ ਪ੍ਰਗਟ ਕਰੇ
- D) ਜੋ ਉੱਤਮ ਪੁਰਖ ਦੀ ਵਿਸ਼ੇਸ਼ਤਾ ਪ੍ਰਗਟ ਕਰੇ

7. ਹੇਠ ਲਿਖਿਆਂ ਵਿੱਚੋਂ ਸੁੱਧ ਸ਼ਬਦ ਚੁਣੋ:

- A) ਸਮਾਜੇਕ B) ਸਮਾਜੀਕ C) ਸਮਾਂਜੀਕੀ D) ਸਮਾਜਿਕ

8. ਬਹੁਤੇ ਸ਼ਬਦਾਂ ਦੀ ਥਾਂ ਇੱਕ ਸ਼ਬਦ ਲਿਖੋ:

ਉਹ ਗੱਲ ਜਿਹੜੀ ਆਪਣੇ-ਆਪ ਨਾਲ ਬੀਤੀ ਹੋਈ ਹੋਵੇ:

- A) ਜੱਗ ਬੀਤੀ B) ਆਪ-ਬੀਤੀ C) ਆਤਮ-ਕਥਾ D) ਆਤਮ-ਘਾਤ

9. ਹੇਠ ਲਿਖੇ ਸ਼ਬਦ ਦਾ ਢੁਕਵਾਂ ਅਰਥ ਚੁਣੋ:

ਸਹੀਦ:

- A) ਜੋ ਬਚਪਨ ਵਿੱਚ ਹੀ ਗੁਜ਼ਰ ਜਾਵੇ
- B) ਜੋ ਹਾਦਸੇ ਦਾ ਸ਼ਿਕਾਰ ਹੋ ਜਾਵੇ
- C) ਜਿਸ ਦੀ ਮੌਤ ਦਾ ਕਾਰਨ ਪਤਾ ਨਾ ਲੱਗੇ
- D) ਜਿਸ ਨੇ ਦੇਸ਼/ਧਰਮ ਲਈ ਜਾਨ ਦਿੱਤੀ ਹੋਵੇ

10. ਹੇਠ ਲਿਖੇ ਸ਼ਬਦ ਦਾ ਸਮਾਨਾਰਥਕ ਸ਼ਬਦ ਬਣਾਓ:

ਰੋਸ਼ਨੀ:

A) ਉਜਾਲਾ, ਦੀਪਕ, ਰੋਸ਼ਨੀ

B) ਉੱਤਮ, ਵਧੀਆ, ਲੇਖ

C) ਚਾਨਣ, ਪ੍ਰਕਾਸ਼, ਉਜਾਲਾ

D) ਚੰਨ, ਤਾਰੇ, ਸੂਰਜ

Directions (Q.No. 11–12) Mark the correct synonym of the given word out of four options.

11. *Hoary*

A) ordinary

B) old

C) new

D) amazing

12. *Quiescent*

A) inactive

B) quick

C) mighty

D) troublesome

Directions (Q.No. 13–14) Mark the correct antonym of the given word out of four options.

13. *midget*

A) masculine

B) mean

C) giant

D) sleepy

14. *Frumpy*

A) fashionable

B) angry

C) cruel

D) martinet

Directions (Q.No. 15–16) Mark the correct prepositions, out of four options, to be filled in the gap.

15. Ravi's errors may be ascribed _____ his carelessness.

A) to

B) about

C) with

D) for

16. Heedless _____ consequences, Shyam jumped into the river.

A) of

B) for

C) with

D) at

Directions (Q.No. 17–18) Mark the correct meaning of the given phrasal verb.

17. to allow for
- A) to permit
 - B) to revive
 - C) to take into consideration (something which may happen in future)
 - D) to work as an agent
18. to bear up
- A) to remain cheerful and confident
 - B) to endure pain for the sake of others
 - C) to criticize
 - D) to be kind to others

Directions (Q.No. 19–20) Mark the word that is correctly spelt.

19. A) Denouement B) Dinouement C) Denouement D) Dinouement
20. A) Reconnaissance
B) Reconnaissance
C) Reconnaissance
D) Reconaessance
21. When was National Dairy Development Board established?
- A) 1955 B) 1960 C) 1965 D) 1970

22. Who wrote Quissa Mirza Sahiban:
- A) Peelu
B) Damodar
C) Waris Shah
D) Shah Mohammad
23. In which years did India serve as the Chair of the Kimberley Process?
- A) 2008, 2019, 2025
B) 2007, 2019, 2025
C) 2008, 2019, 2026
D) 2007, 2018, 2026
24. What is India's approximate extreme poverty rate?
- A) 5 percent B) 9 percent C) 14 percent D) 20 percent
25. At what position did India finish in the overall medal table at the 2026 Commonwealth Games?
- A) Third B) Fourth C) Fifth D) Sixth
26. Dairy sector accounts for approximately what percentage of India's total Gross Value Added (GVA)?
- A) 1.5 B) 5 C) 9 D) 12.5
27. Which country confers its highest state honour, the 'Grand Cross of the Order of Honour', on distinguished persons?
- A) France B) Greece C) Russia D) USA
28. **Match List-I (Port) with List-II (Country)**
- List-I:** (x)- Basra Terminal, (y)- Mokha Port
- List-II:** (i)-Iraq, (ii)-UAE, (iii)-Yemen
- A) (x) -(i), (y) -(ii) B) (x) -(ii), (y) -(iii)
C) (x) -(iii), (y) -(ii) D) (x) -(i), (y) -(iii)

List-I: (x)- Article 15 and Article 16, (y)- Goods and Services Tax (GST)

A) (x) -(i), (y) -(ii)

B) (x) -(ii), (y) -(iii)

C) (x) -(iii), (y) -(i)

D) (x) -(ii), (y) -(i)

- A) x, z, y B) y, x, z C) z, y, x D) z, x, y

- A) OFUQBFI B) BFIQOFU C) BFIQUFO D) UFOQIBF

- If they are arranged in descending order of their ages, who will be in the fourth position?

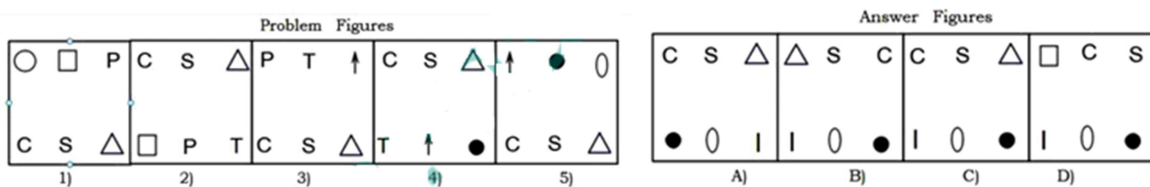
- A) Monika or Rupa B) Monika C) Kamini D) None of these

- A) 50 m South East B) 70 m South East
C) 50 m South West D) 70 m South West

34. i) Eleven students A, B, C, D, E, F, G, H, I, J and K are sitting in a row of the class facing the teacher; ii) D, who is to the immediate left of the F, is second to the right of C; iii) A, is second to the right of E, who is at one of the ends; iv) J is the immediate neighbor of A and B and 3rd to the left of G; v) H is to the immediate left of D and third to the right of I.

Which of the following statements is true in the above sitting arrangement?

- A) There are three students sitting between D and G
 B) G and C are neighbours sitting to the immediate right of H
 C) B is sitting between J and I
 D) K is sitting between A and J
35. Find the next term of the series:
 2, 2, 12, 38, 86, 162, ?
 A) 264 B) 272 C) 276 D) Can't be determined
36. There are two sets of figures namely the Problem figures containing five figures 1, 2, 3, 4, 5 and the Answer figures (A), (B), (C), (D). You have to select one figure from the Answer figures which will continue the same series as given in the Problem figures.



37. In a chess tournament each of six players will play with all other players exactly once. How many matches will be played during the tournament?
 A) 12 B) 15 C) 30 D) 36

38. A painter is given a task to paint a Cubical box with six different colours for different faces of the cube. The detailed account of it was given as :

Green face should lie between Yellow and Brown faces, Red face should be adjacent to Silver face, Pink face should be adjacent to the Red face, Silver and Pink faces should be opposite to each other

The faces adjacent to Red are

- A) Green, Brown, Silver, Pink B) Yellow, Brown, Silver, Pink
C) Brown, Green, Pink, Yellow D) Green, Silver, Brown, Yellow
39. A person was asked to state his age in years. His reply was, 'take my age three years hence, multiply it by 3 and then subtract three times my age years ago and you will know how old I am'. What was the age of the person?
- A) 18 years B) 20 years C) 24 years D) 32 years
40. In a three digit number, the digit in the units place is four times the digit in the hundreds place. If the digit in the units place and the tens place are interchanged, the new number so formed, is 18 more than the original number. If the digit in the hundreds place is one-third of the digit in the tens place, what is 25% of the original number?
- A) 67 B) 84 C) 137 D) Can't be determined
41. Which of the following decimal numbers has an exact representation in binary notation?
- A) 0.2 B) 0.3 C) 0.4 D) 0.5

42. In the context of Internet architecture, identify the correct sequence of data transmission

when an email is sent using standard Internet protocols.

P. SMTP client submission

Q. Message Transfer Agent processing

R. Domain Name System resolution

S. Recipient mailbox storage

A) $P \rightarrow R \rightarrow Q \rightarrow S$

B) $R \rightarrow P \rightarrow Q \rightarrow S$

C) $P \rightarrow Q \rightarrow R \rightarrow S$

D) $Q \rightarrow P \rightarrow R \rightarrow S$

Directions (Questions 43 – 44):

Consider the following Lecturer relation with the given attributes and data types to answer questions 3-4. Assume that the attributes are stated in the order that they were specified in the create table statement. Salary and allowance are monthly income for a lecturer.

Lecturer(EmpNo CHAR(03), Name VARCHAR(50), Salary REAL, Allowance REAL, Category VARCHAR(25), DateJoined DATE)

43. Which of the following SQL statements display the name and annual income for each lecturer?

A) `SELECT Name, (Salary + Allowance) * 12 FROM Lecturer;`

B) `SELECT Name, "Annual Income" FROM Lecturer WHERE "Annual Income" = Salary * 12 + Allowance;`

C) `SELECT Name , "Annual Income" FROM Lecturer GROUP BY Name HAVING "Annual Income" = Salary * 12 + Allowance;`

D) `SELECT Name, Salary + Allowance as Annual Income FROM Lecturer;`

44. Which of the following SQL statements would display all Lecturers' names and hired dates in chronological order with the person on staff with the longest service, listed first?

A) SELECT Name, DateJoined FROM Lecturer ORDER BY Name, DateJoined;

B) SELECT Name, DateJoined FROM Lecturer ORDER BY Name, DateJoined ASC

C) SELECT Name, DateJoined FROM Lecturer ORDER BY DateJoined DESC;

D) SELECT Name, DateJoined FROM Lecturer ORDER BY DateJoined ASC;

45. What is the value of variable z after executing the following C-code?

```
int x = 5;
int y = 5;
int z = 5;
if (x > 3)
    if (Y > 4)
        if (Z > 5)
            z += 1;
        else
            z += 2;
    else
        z += 3;
        z += 4;
```

A) 9

B) 5

C) 11

D) 7

46. Which of the following would be a valid MAC address?

A) 00:07:e9

B) 00:07:e9:7c:c8

C) 00:07:e9:7c:c8:aa

D) 00:07:e9:7c:c8:aa:ba

47. The computer program YACC is an acronym for:
- A) "Yet Another Compiler-Compiler" and is a parser generator
 - B) "Yet Another Compiler on Cryptography" and is a parser generator
 - C) "Yet Another Common-Compiler" and is a parser generator
 - D) "Yet Another Comprehensive-Compiler" and is a parser generator
48. Consider the following regular expression:
- $$R=(ab|abb)^*bbab$$
- Which of the following strings is NOT in the set denoted by R?
- A) ababab
 - B) abbbab
 - C) abbabbbab
 - D) ababbabbbab
49. Which of the following C/C++ expressions will determine if the positive integer value held in variable P is even?
- A) $(P > 2) == 0$
 - B) $(P \& 01) == 0$
 - C) $(P \& 01) == 1$
 - D) $(P \& 01) == P$
50. The maximum number of searches for a particular roll number among 32 roll numbers (sorted) through Binary search method will be:
- A) 16
 - B) 8
 - C) 5
 - D) 2
51. Relationship marketing, integrated marketing, internal marketing, and performance marketing are the four pillars of what concept?
- A) Business to business marketing
 - B) Technology-driven marketing
 - C) Strategic marketing
 - D) Holistic marketing

52. Showrooming is associated with which of the following new consumer capabilities?
- A) Consumers can tap into social media to share opinions and express loyalty.
 - B) Consumers can actively interact with companies.
 - C) Consumers can use the internet as a powerful information and purchasing aid.
 - D) Consumers can reject marketing they find inappropriate.
53. Which of the following best describes Ambush Marketing?
- A) A company officially sponsors an event and promotes its products through the event.
 - B) A company promotes itself by associating with a major event without being an official sponsor.
 - C) A company reduces the price of its products during a major event.
 - D) A company uses social media to communicate directly with customers.
54. When Indian companies such as Flipkart and Meesho reduce or eliminate traditional intermediaries involved in the exchange process, this is an example of _____.
- A) Deregulation
 - B) Reverse auctioning.
 - C) Reintermediation.
 - D) Disintermediation

55. Which of these most accurately reflects the definition of a firm's marketing strategy?
- A) Choosing a well-defined target and determining the value it intends to create in this market
 - B) Mapping the product portfolio against customer need profiles
 - C) Allocating resources to SBUs and defining their target markets
 - D) Defining the over-arching message and setting up sales plans
56. Rohan, a computer technician in Delhi, is frequently consulted by neighbours for advice on computers and accessories because of his technical knowledge. Rohan is an example of a(n) _____.
- A) Transactional leader
 - B) Opinion leader
 - C) Role model
 - D) Gatekeeper
57. An Indian coal company supplies coal to power plants and steel manufacturers. The demand for its coal depends on the demand for electricity, automobiles, appliances, and other steel products.
- This is an example of _____.
- A) Fluctuating demand.
 - B) Derived demand.
 - C) Professional purchasing.
 - D) Multiple buying influences
58. Which of the following is true about industrial buying decisions?
- A) They are purely rational.
 - B) They are purely emotional.
 - C) They service both the organization's and the individual's needs.
 - D) Top executives are never insecure about buying products.

59. Product value analysis would most likely be conducted at which stage of the business buying process?
- A) Problem recognition
 - B) Need description
 - C) Supplier search
 - D) Product specification
60. E-hubs that focus on such categories as logistics, media buying, advertising, and energy management are known as _____.
- A) functional hubs
 - B) vertical hubs
 - C) horizontal hubs
 - D) industrial hubs
61. After evaluating and qualifying potential suppliers, what is the next step in the business buying process?
- A) Select the chosen supplier
 - B) Solicit proposals from suppliers
 - C) Begin contract negotiations
 - D) Write product specifications
62. Tata Chemicals supplies industrial materials to several manufacturing companies in India. Its customers have transferred the responsibility for monitoring inventory levels and placing replenishment orders to the supplier. The supplier automatically replenishes stocks when they reach a specified level. Which system is being followed?
- A) Supplier added value
 - B) Vendor-managed inventory
 - C) Direct concentrated buying
 - D) Supplier performance management

63. Which of the following statements about market segmentation is true?
- A) It involves changing the identity of a product, relative to the identity of competing products, in the collective minds of the target market.
 - B) It is a process of evaluating each segment's attractiveness and selecting one or more to enter.
 - C) It is a process of creating an image or identity of the product in the minds of the target market.
 - D) It is a process of identifying and profiling distinct groups of buyers who differ in their needs and wants.
64. What is the first step in conducting a customer value analysis?
- A) Identify the relevant attributes and benefits that customers value.
 - B) Assess the relative importance of these attributes and benefits.
 - C) Assess the company's and competitors' performance on the key attributes/benefits.
 - D) Monitor customer value over time.
65. _____ is based on deep metaphors that connect to people's memories, associations and stories.
- A) Cultural branding
 - B) Narrative branding
 - C) Brand journalism
 - D) Emotional branding
66. What does Samsung mean with its "Make It Meaningful" slogan about product design?
- A) Products should incorporate verbal design elements.
 - B) Products must be "profound."
 - C) Products should have intuitive designs that customers will integrate into their lifestyles.
 - D) Products should inspire conversation and reflection.

67. A(n) _____ encompasses all products offered by a company, including various product categories and product lines.
- A) offering
 - B) marketing offering
 - C) marketing mix
 - D) product portfolio
68. If Reliance Retail adds office furniture to its existing range of clothing, footwear, and other product categories, this would be an example of increasing the _____ and decreasing the _____ of its product portfolio.
- A) Length; consistency
 - B) Width; consistency
 - C) Length; depth
 - D) Consistency; length
69. Electrolux sells household appliances such as refrigerators, dishwashers, and vacuum cleaners under different brand names in the discount, middle-market, and premium segments, in part as a(n) _____ against the economy moving up or down.
- A) competitive blocking tactic
 - B) hedge
 - C) up-sell strategy
 - D) down-sell strategy
70. BMW's strategy of having the MINI Cooper line and the BMW 1-series gives it a clear _____ in the event buyers of these cars are ready to move up to a more expensive BMW model.
- A) down stretch
 - B) line-filling plan
 - C) migration strategy
 - D) defensive position

71. Whereas _____ are always provided free of charge and require no additional payment from customers, extended _____ are available to increase the coverage that comes with the product.
- A) guarantees; warranties
 - B) warranties; guarantees
 - C) guarantees; performance stipulations
 - D) terms of service; warranties
72. Which of the following best explains why FSSAI standards are important from a consumer-behaviour perspective?
- A) They eliminate the need for consumers to compare brands
 - B) They provide regulatory assurance that can reduce perceived risk and increase consumer confidence
 - C) They guarantee that consumers will prefer domestic brands
 - D) They determine the promotional strategy of every food company
73. An Indian importer wants to purchase goods from a foreign supplier but is concerned about making payment before receiving the shipment. Which payment mechanism provides the supplier with a bank-backed assurance of payment, subject to compliance with specified terms and documents?
- A) Bill of exchange
 - B) Letter of Credit
 - C) Open account
 - D) Advance payment
74. An Indian food company introduces smaller, affordable package sizes of its products to make them accessible to consumers with limited purchasing power. Which marketing strategy does this primarily represent?
- A) Product line stretching
 - B) Market penetration
 - C) Reverse positioning
 - D) Market skimming

75. Which of these is NOT one of the recognized benefits that companies gain from brand loyalty?
- A) Providing predictability of demand
 - B) Providing security of demand
 - C) Creating barriers to entry
 - D) Eliminating all forms of competitive threats
76. A fundamental challenge for marketers in building a strong brand is _____.
- A) ensuring that customers have the right type of experiences with their products and marketing programs to create the desired brand knowledge
 - B) pricing the product at a point that maximizes sales volume
 - C) minimizing the number of people to whom the product is targeted in order to provide consumers with a personalized experience
 - D) minimizing the impact of customer brand equity
77. Which of these statements is true about the impact of digital technology on global brands?
- A) Brands that don't have a digital component of some kind are disappearing.
 - B) Many luxury marketers are finding ways to integrate digital experience with the in-store experience.
 - C) Digital is seen as a mass-market thing and has little appeal in the luxury goods market.
 - D) Digital technology is applied fairly extensively to luxury services but rarely to luxury goods.

78. Reliance Trends distributes its apparel products through a limited number of authorized distributors, who supply selected retailers in different regions. The company does not make its products available through every possible retail outlet. This is an example of _____ distribution.
- A) Intensive B) Selective C) Exclusive D) Internal
79. An Indian automobile manufacturer adopts a Just-in-Time (JIT) inventory system, requiring suppliers to deliver components in small quantities at precisely scheduled intervals. Although the system significantly reduces inventory holding costs, a sudden disruption in the supply chain causes a key supplier to miss several deliveries. Which of the following is the most significant strategic risk associated with the manufacturer's reliance on JIT?
- A) Increased warehouse space requirements due to excess inventory
- B) Greater exposure to production stoppages because of minimal inventory buffers
- C) Higher inventory carrying costs caused by frequent replenishment
- D) Reduced dependence on supplier reliability due to decentralized purchasing
80. A leading Indian consumer electronics company is launching a technologically advanced home appliance that requires detailed demonstration and explanation of its features, benefits, and usage. Which direct-response tool would be most appropriate for promoting the product?
- A) Direct mail B) E-mail
- C) Infomercial D) Inbound telemarketing

81. The Food Corporation of India (FCI) is negotiating with a large institutional buyer for the bulk supply of food grains. The buyer has specific requirements regarding quality standards, delivery schedules, pricing, and storage conditions. Which personal-selling approach would be MOST appropriate for the FCI representative in this situation?
- A) Use a standardized sales presentation focused primarily on product features
 - B) Use a consultative selling approach to identify the buyer's requirements and develop a mutually suitable solution
 - C) Use mass advertising to communicate the benefits of purchasing food grains from FCI
 - D) Use a one-time promotional discount to encourage immediate purchase
82. Which of these is mentioned act as a challenge that results from the growing complexity of the communication landscape?
- A) Dealing with the consolidation of social media B) Dealing with the decline of social media
 - C) Coordinating communication to deliver a consistent message across channels
 - D) Coordinating internal and external communication activities
83. Which of the following is NOT a benefit of a social media presence for a brand?
- A) Social media allow marketers to establish a public voice and presence online.
 - B) Social media can cost-effectively reinforce other communication activities.
 - C) Social media can encourage companies to stay innovative and relevant.
 - D) Social media allow companies to have a short-term focus.

84. An Indian e-commerce company is evaluating the effectiveness of its online advertising campaign. Which of the following is NOT generally considered an advantage of online advertising in terms of measurability and tracking?
- A) Marketers can track how many visitors click on an advertisement.
 - B) Marketers can track how long visitors interact with an advertisement.
 - C) Marketers can track what visitors do after interacting with an advertisement.
 - D) Marketers can track whether visitors personally approve of the website on which the advertisement is placed.
85. While shopping at a mall in India, Neha is approached by a sales representative at a cosmetics counter to try a new lipstick that the company is test marketing. After using the product, the representative asks Neha how much she thinks would be an appropriate price for the lipstick. Neha feels that ₹450 is a reasonable and appropriate price for the product based on what she considers to be its worth.
- What type of reference price is Neha using?
- A) Usual discounted price
 - B) Fair price
 - C) Maximum retail price
 - D) Last price paid
86. Hamleys India sells more than just toys. It also offers children's clothing, games, books, music, and other merchandise. By offering multiple related product categories to its existing customers, the company aims to increase the value of its customer base by _____.
- A) Reducing the rate of customer defection
 - B) Increasing the longevity of the customer relationship
 - C) Enhancing the growth potential of each customer through cross-selling
 - D) Making low-profit customers more profitable

87. When a company introduces a product at a high price and then gradually drops the price over time, it is pursuing a _____ strategy.
- A) market-penetration pricing B) market-skimming pricing
C) value-pricing D) switching cost
88. What are "spinners" in the context of customer acquisition and retention?
- A) Buyers who change their mind multiple times
B) Buyers who argue with salespeople
C) Consumers who switch suppliers frequently looking for the best deal
D) Consumers who "spin" marketing messages to their own taste
89. Which of these is NOT one of the identified ways that marketing employees contribute to product and service quality?
- A) They correctly identify customer needs and requirements.
B) They design products that fill clearly researched customer needs.
C) They stay in touch with customers after the sale to ensure that they are, and remain, satisfied.
D) They check that customers have received proper instructions, training, and technical assistance in the use of the product.
90. The airline and hospitality industries use _____, by which they offer discounted but limited early purchases, higher-priced late purchases, and the lowest rates on unsold inventory just before it expires.
- A) special-customer pricing B) yield pricing
C) customer-segment pricing D) location pricing

91. Which of these is a potential benefit of expanding globally?
- A) Counteracting boredom among domestic staff by adding the excitement of international business
 - B) Getting rid of excess inventory in the domestic supply chain
 - C) Pressuring domestic employees to improve performance
 - D) Transferring ideas and products from international operations back to the domestic market
92. An Indian toy company, popular in its domestic market, plans to enter foreign markets gradually—one country at a time — to reduce risk and evaluate customer response before expanding further. Which international expansion approach is it following?
- A) Shotgun B) Waterfall C) Born global D) Sprinkler
93. Food Corporation of India (FCI) plans to expand its food-grain procurement and distribution operations internationally. In a market where buyers strongly prefer detailed procedures, predictable quality standards, and clearly defined contracts, which of Hofstede's cultural dimensions should FCI consider most when designing its marketing and business strategy?
- A) Individualism B) Power Distance
 - C) Uncertainty Avoidance D) Masculinity
94. A food brand uses Instagram and YouTube to encourage customers to create and share recipes using its products. The company reposts this user-generated content to strengthen engagement and build an online community. Which social media marketing objective is the company primarily pursuing?
- A) Reducing distribution costs
 - B) Building customer engagement and brand community
 - C) Increasing production efficiency
 - D) Eliminating traditional advertising

95. An Indian food company sells the same packaged product in India and the UAE but changes its recipe to match local taste preferences while keeping the brand name and core packaging unchanged. This strategy is an example of:
- A) Complete standardization
 - B) Complete adaptation
 - C) Standardization with selective adaptation
 - D) Market diversification
96. An Indian food company currently selling packaged spices in the domestic market introduces the same products in a new international market. According to Ansoff's Matrix, which growth strategy is this?
- A) Market penetration
 - B) Product development
 - C) Market development
 - D) Diversification
97. An Indian food company has a packaged snack brand with a high market share in a rapidly growing market. The brand requires substantial investment to maintain its growth and competitive position. According to the BCG Matrix, this product would be classified as:
- A) Cash Cow
 - B) Dog
 - C) Star
 - D) Question Mark
98. An Indian food company introduces smaller, affordable packs of its existing snack products to attract price-sensitive consumers without changing the core product. Which product strategy is the company using?
- A) Product diversification
 - B) Product elimination
 - C) Product modification
 - D) Market development
99. An Indian food company launches a new product under its existing well-known brand name. Which branding strategy is this?
- A) Co-branding
 - B) Brand extension
 - C) Private branding
 - D) Individual branding

100. An Indian food company identifies health-conscious consumers, selects young urban professionals as its target market, and positions its product as a healthy and convenient meal option. Which STP sequence is being followed?

- A) Targeting → Segmentation → Positioning
- B) Positioning → Segmentation → Targeting
- C) Segmentation → Targeting → Positioning
- D) Segmentation → Positioning → Targeting