

IBPS SO Marketing Officer Mains Memory Based Held on 09 November 2025

Q1. A dairy company that sells milk and curd starts selling ready-to-eat pasta (a completely new category) in a new city where it has no existing presence. In the Ansoff Matrix, this is the highest-risk strategy known as ____.

- (a) Market Penetration, because the brand name remains the same
- (b) Product Development, because only the product is new
- (c) Market Development, because only the market is new
- (d) Horizontal Integration, because it merges with a pasta company
- (e) Diversification, because both product and market are new

Ans.(e)

Q2. In an industry where firms face high fixed costs and negligible product differentiation, companies frequently engage in price undercutting. Customers can switch easily, and firms struggle to maintain margins despite stable demand. Which interpretation BEST explains the situation?

- (a) High threat of substitutes leading to reduced industry attractiveness despite strong brand loyalty
- (b) High bargaining power of suppliers resulting in increased input costs and reduced profitability
- (c) High threat of new entrants driven by low capital requirements and minimal economies of scale
- (d) High bargaining power of buyers due to bulk purchasing and long-term contracts
- (e) High intensity of competitive rivalry due to structural conditions such as low differentiation and high exit barriers

Ans.(e)

Q3. A company has two customer segments:

Segment A: 200 customers, average annual profit ₹1,000, retention rate 80%

Segment B: 500 customers, average annual profit ₹400, retention rate 60%

Ignoring discounting, which segment contributes MORE to long-term value?

- (a) Segment A due to higher retention and per-customer profitability
- (b) Segment B due to larger customer base despite lower retention
- (c) Both contribute equally due to offsetting effects
- (d) Cannot be determined without acquisition cost
- (e) Segment B due to higher total current profit only

Ans.(a)

Q4. A company identifies that its premium customers value durability, reliability, and functional benefits over trends or impulsive buying. They actively seek information before making purchase decisions. Which VALS segment is MOST appropriate?

- (a) Experiencers driven by self-expression and novelty
- (b) Thinkers characterized by rationality and information orientation
- (c) Achievers motivated primarily by status and peer approval
- (d) Makers focused on practical self-sufficiency and DIY orientation
- (e) Strivers influenced by style but constrained by resources

Ans.(b)

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Q5. A company acquires customers at ₹800 each. The average customer generates ₹300 annual profit and stays for 3 years. However, due to increasing competition, retention drops to 2 years. Which decision is MOST appropriate?

- (a) Continue acquisition as CLV still exceeds CAC
- (b) Increase acquisition spending to compensate for lower retention
- (c) Reduce price to increase retention automatically
- (d) Stop acquisition as CAC is higher than CLV
- (e) Ignore retention as acquisition drives growth

Ans.(d)

Q6. A clothing brand segments customers into “Fashionistas,” “Bargain Hunters,” and “Occasional Buyers” based on their purchase behavior. This segmentation approach is part of which CRM component?

- (a) Analytical CRM
- (b) Operational CRM
- (c) Collaborative CRM
- (d) Geographic CRM
- (e) Strategic CRM

Ans.(a)

Q7. A firm spends ₹1,00,000 on advertising and generates incremental sales of ₹2,50,000. Contribution margin ratio is 40%. Which of the following is MOST appropriate?

- (a) Incremental contribution equals ₹2,50,000 leading to high profitability
- (b) Advertising is unprofitable because sales do not exceed total cost
- (c) Contribution cannot be calculated without fixed cost allocation
- (d) Incremental contribution equals ₹1,00,000 and advertising breaks even
- (e) Advertising decision should be based only on sales volume increase

Ans.(d)

Q8. Which of the following is a limitation of “Transactional CRM” when used alone?

- (a) It captures only point-of-sale data, ignoring customer sentiment and interaction history
- (b) It is too expensive for small businesses
- (c) It automatically generates cross-selling offers without approval
- (d) It requires AI which is not widely available
- (e) It cannot store customer names or addresses

Ans.(a)

Q9. A company spends ₹3,00,000 on marketing and ₹1,00,000 on sales efforts in a month and acquires 800 customers. The average revenue per customer is ₹600, and variable cost per customer is ₹300. Which of the following is MOST accurate?

- (a) CAC is ₹500 and the firm is making a profit per customer
- (b) CAC is ₹400 and the firm is breaking even per customer
- (c) CAC is ₹500 and the firm is making a loss per customer
- (d) CAC is ₹400 and the firm is making a profit per customer
- (e) CAC is ₹600 and profitability cannot be determined

Ans.(c)

Q10. Which of the following is LEAST associated with services marketing?

- (a) Intangibility leading to difficulty in evaluation before purchase
- (b) Perishability requiring demand-supply synchronization
- (c) Inseparability of production and consumption
- (d) High standardization ensuring uniform output across delivery
- (e) Variability in service quality across providers

Ans.(d)

Q11. A company promotes its product as “carbon neutral”, but its emissions are only offset through purchasing carbon credits without reducing actual emissions. This is:

- (a) Green marketing
- (b) Sustainable development
- (c) CSR implementation
- (d) Greenwashing
- (e) Ethical branding

Ans.(d)

Q12. Consider the following statements regarding digital marketing:

1. SEO (Search Engine Optimization) focuses on unpaid/organic search results, while SEM (Search Engine Marketing) includes paid search advertising.
2. Email marketing has the highest average ROI among all digital marketing channels.
3. In social media marketing, "reach" refers to the number of unique users who saw a post, while "impressions" counts total views including multiple views by the same user.
4. A blog's primary purpose is always direct sales conversion, not brand building.

Which of the following is correct?

- (a) Only 1 and 4
- (b) Only 2, 3 and 4
- (c) Only 1 and 3
- (d) Only 1, 2 and 3
- (e) Only 1, 2 and 4

Ans.(d)

Q13. Consider the following statements regarding pricing:

1. Penetration pricing aims to attract a large number of buyers quickly by setting a low initial price.
2. Price skimming is most suitable when demand is highly price elastic.
3. Psychological pricing influences consumer perception rather than actual economic value.
4. Cost-plus pricing ignores demand and competition considerations.

Which of the following is correct?

- (a) Only 1, 3 and 4
- (b) Only 2 and 3
- (c) Only 1 and 2
- (d) Only 1, 2 and 4
- (e) All 1, 2, 3 and 4

Ans.(a)

Q14. A manufacturer encourages retailers to stock and promote its products through trade discounts and incentives, while also running heavy advertising to create consumer demand. This reflects which combination?

- (a) Pure push strategy
- (b) Pure pull strategy
- (c) Hybrid push-pull strategy
- (d) Exclusive distribution strategy
- (e) Vertical integration strategy

Ans.(c)

Q15. A consumer buys a particular brand of salt regularly without much thought and shows little involvement in the purchase decision. Which type of buying behaviour is MOST appropriate?

- (a) Complex buying behaviour
- (b) Dissonance-reducing buying behaviour
- (c) Habitual buying behaviour
- (d) Variety-seeking buying behaviour
- (e) Impulse buying behaviour

Ans.(c)

Q16. In the context of marketing environment analysis, consider the following statements:

1. Suppliers, competitors, and intermediaries are part of the micro environment as they directly influence a firm's ability to serve customers.
2. Political stability and taxation policies fall under the controllable macro environment variables.
3. Demographic changes influence demand patterns but are beyond the firm's direct control.

Which of the above statements is/are correct?

- (a) Only 1 and 2
- (b) Only 1 and 3
- (c) Only 2 and 3
- (d) All 1, 2 and 3
- (e) Only 3

Ans.(b)

Q17. A new health-tech wearable gains popularity when a few respected doctors and fitness influencers begin recommending it. Soon after, adoption accelerates rapidly among the general population. This phase MOST likely represents:

- (a) Transition from innovators to early adopters
- (b) Influence of laggards driving late majority adoption
- (c) Shift from early majority to late majority
- (d) Diffusion stagnation due to market saturation
- (e) Movement from early adopters to early majority

Ans.(e)

Q18. A bank highlights that “most professionals in your income bracket have already switched to this investment plan,” primarily appealing to consumers’ tendency toward ____.

- (a) normative pressure to gain approval from close groups
- (b) informational reliance on behavior of similar others under uncertainty

- (c) dissociative avoidance of lower social segments
- (d) comparative evaluation of personal financial status
- (e) formal compliance with institutional norms

Ans.(b)

Q19. A product shows price elasticity of demand = -0.5 . If price increases from ₹100 to ₹120, what will MOST likely happen to total revenue?

- (a) It will decrease significantly due to reduced demand
- (b) It will remain constant due to unitary elasticity
- (c) It will become zero due to negative elasticity
- (d) It depends only on income elasticity
- (e) It will increase because demand is inelastic

Ans.(e)

Q20. A retail company uses an automated system to track finished goods from its warehouse to multiple store locations. The system updates inventory levels in real-time as soon as a delivery truck departs. This process is a direct component of which logistics activity?

- (a) Inbound logistics
- (b) Reverse logistics
- (c) Warehouse handling
- (d) Outbound logistics
- (e) Procurement management

Ans.(d)

Q21. If a company sells multiple product categories under one family brand, which of the following metrics would decline first if one low-quality product damages the umbrella brand?

- (a) Market share of the low-quality product only
- (b) Distribution reach of all products
- (c) Brand equity measured by consumer trust and willingness to pay premium
- (d) Advertising efficiency for the next new product under the same brand
- (e) Both C and D

Ans.(e)

Q22. A soft drink brand repeatedly shows its advertisement during cricket matches by associating the product with excitement, cheering crowds, and winning moments. Over time, consumers start feeling excited even when they just see the brand logo. Which learning mechanism is MOST accurately reflected?

- (a) Operant conditioning through reinforcement
- (b) Classical conditioning through association
- (c) Observational learning through imitation
- (d) Cognitive learning through problem-solving
- (e) Latent learning through indirect exposure

Ans.(b)

Q23. In the Service Triangle framework used in financial services marketing, which of the following correctly represents the three key entities at the vertices?

- (a) Company – Employees – Regulators

- (b) Provider – Customer – Physical Evidence
- (c) Internal Marketing – External Marketing – Interactive Marketing
- (d) Organization – Employees – Customers
- (e) Service Provider – Competitors – Channel Partners

Ans.(d)

Q24. In the Black Box model of consumer behaviour, the "black box" refers to?

- (a) The external environmental factors beyond the marketer's control
- (b) The buyer's decision process and psychological factors that transform stimuli into responses
- (c) The set of all competing brands that a consumer considers before purchase
- (d) The post-purchase evaluation process that remains hidden from the marketer
- (e) The distribution channel through which products reach consumers invisibly

Ans.(b)

Q25. A firm with poor distribution efficiency despite strong product quality is experiencing:

- (a) External threat
- (b) Market opportunity
- (c) Internal weakness
- (d) Environmental advantage
- (e) Competitive immunity

Ans.(c)

Q26. Consider the following statements regarding customer relationship strategies:

1. Increasing customer retention rate improves Customer Lifetime Value even if acquisition cost remains constant.
2. Relationship marketing focuses primarily on maximizing short-term sales through aggressive promotions.
3. Loyal customers often have lower servicing costs and higher referral potential.

Which of the following is MOST appropriate?

- (a) Only 1 and 2 are correct
- (b) Only 2 and 3 are correct
- (c) All are correct
- (d) Only 2 is correct
- (e) Only 1 and 3 are correct

Ans.(e)

Q27. A consumer is purchasing a laptop. Due to high involvement, they spend significant time comparing options. However, after purchase, they feel uncertain because competing brands offer similar features at comparable prices, leading to post-purchase discomfort. Which behavioural pattern is MOST accurately represented?

- (a) Dissonance-reducing buying behaviour characterized by high involvement but low perceived differentiation
- (b) Complex buying behaviour driven by high involvement and significant perceived differences across brands
- (c) Variety-seeking buying behaviour influenced by low involvement and desire for change
- (d) Habitual buying behaviour resulting from repetitive purchase with minimal evaluation

(e) Impulse buying triggered by situational factors and emotional stimuli

Ans.(a)

Q28. A company faces conflict with its distributors because it starts selling directly to customers through its own online channel at lower prices. This situation is BEST described as:

- (a) Horizontal channel conflict between intermediaries
- (b) Vertical channel conflict due to disintermediation
- (c) Multi-channel harmony leading to synergy
- (d) Backward integration eliminating suppliers
- (e) Forward integration with no channel impact

Ans.(b)

Q29. A consumer starts liking a soft drink because it is repeatedly advertised with a famous sports personality. This is an example of:

- (a) Operant conditioning
- (b) Cognitive dissonance
- (c) Classical conditioning
- (d) Perceptual distortion
- (e) Selective retention

Ans.(c)

Q30. If Customer Acquisition Cost (CAC) is greater than Customer Lifetime Value (CLV), it means:

- (a) Business is highly profitable
- (b) Customers are highly loyal
- (c) Company is losing money on customers
- (d) Brand equity is increasing
- (e) Market share is growing

Ans.(c)

Q31. In the context of the PESTEL framework used for environmental scanning in marketing, which of the following statements correctly represents the core theoretical distinction between the "Economic" and "Legal" factors?

- (a) Economic factors include inflation and interest rates, while Legal factors include advertising standards and product safety laws
- (b) Economic factors are entirely controllable by the marketer, whereas Legal factors are uncontrollable
- (c) Both a and b
- (d) Economic factors deal with government stability and tax policy, while Legal factors deal with exchange rates and disposable income
- (e) Economic factors are micro-environmental in nature, whereas Legal factors are macro-environmental in nature

Ans.(a)

Q32. Given below are two statements:

Assertion (A): Firms dealing with latent demand should prioritize product innovation over promotion.

Reason (R): Latent demand arises when consumers are unaware of existing products.

Choose the correct answer from the options given below:

- (a) Both A and R are true, and R is the correct explanation
- (b) Both A and R are true, but R is not the correct explanation
- (c) A is false, but R is true
- (d) A is true, but R is false
- (e) Both A and R are false

Ans.(d)

Q33. A firm launches a product with high involvement but minimal perceived differentiation among brands. Consumers tend to compare alternatives but often switch brands due to lack of clear distinction. Which buying behaviour is MOST applicable?

- (a) Complex buying behaviour
- (b) Dissonance-reducing buying behaviour
- (c) Habitual buying behaviour
- (d) Variety-seeking buying behaviour
- (e) Impulse buying behaviour

Ans.(b)

Q34. Which of the following is the MOST significant potential disadvantage of an umbrella branding strategy, especially when one product in the portfolio fails?

- (a) High initial promotion cost for each new product
- (b) Legal restrictions on using the same trademark across different product categories
- (c) Consumer confusion about which product belongs to which sub-brand
- (d) Negative spillover effect (brand dilution / brand equity damage) across the entire product line
- (e) Inability to target different price segments with the same brand

Ans.(d)

Q35. Which of the following MOST clearly differentiates B2C marketing from B2B marketing?

- (a) B2C focuses only on rational decision-making
- (b) B2C involves fewer buyers but larger transactions
- (c) B2C relies heavily on long-term contractual relationships
- (d) B2C eliminates the need for promotion
- (e) B2C decisions are more emotional and less formalized

Ans.(e)

Q36. A food delivery startup has poor customer service ratings but operates in a rapidly growing online food market. It also faces strong competition from established players with better brand image.

Which classification is MOST accurate?

- (a) Poor service – Threat; Market growth – Strength; Competition – Opportunity
- (b) Poor service – Weakness; Market growth – Opportunity; Competition – Threat
- (c) Poor service – Opportunity; Market growth – Weakness; Competition – Strength
- (d) Poor service – Threat; Market growth – Weakness; Competition – Strength
- (e) Poor service – Strength; Market growth – Threat; Competition – Opportunity

Ans.(b)

Q37. In aided awareness testing, the researcher provides respondents with a list of brands or visual prompts, which means that ____.

- (a) respondents must recall brands entirely from memory without any clue
- (b) the measurement captures top-of-mind brand recall only
- (c) the method measures recognition rather than spontaneous recall
- (d) it is only useful for brands with 100% market penetration
- (e) the results are always lower than unaided recall scores

Ans.(c)

Q38. Which of the following statements BEST captures the distinction between micro and macro marketing environment?

- (a) Micro environment includes broad societal forces, while macro environment includes firm-specific actors
- (b) Macro environment elements are controllable through marketing strategies, whereas micro elements are not
- (c) Both micro and macro environments consist only of external uncontrollable factors
- (d) Macro environment deals only with international forces, while micro environment is limited to domestic markets
- (e) Micro environment directly affects the firm's ability to serve customers, while macro environment shapes the overall opportunities and threats

Ans.(e)

Q39. According to the Black Box model, which two broad categories of factors operate inside the consumer's black box to influence buying decisions?

- (a) Cultural and social factors
- (b) Economic and technological factors
- (c) Buyer characteristics and buyer decision process
- (d) Marketing stimuli and environmental stimuli
- (e) Post-purchase behaviour and cognitive dissonance

Ans.(c)

Q40. A company observes that a small group of customers contributes disproportionately to its profits. Instead of expanding to new markets, it decides to invest in personalized offers, loyalty programs, and long-term engagement strategies for these customers. Which concept BEST explains this decision?

- (a) Market penetration focusing on increasing usage among all customers
- (b) Application of Pareto Principle with emphasis on customer retention strategies
- (c) Mass marketing approach aimed at maximizing reach across segments
- (d) Product diversification to reduce dependency on a limited customer base
- (e) Sales orientation focusing on aggressive selling to high-value customers

Ans.(b)

Q41. A firm sells a product at ₹200 per unit. Variable cost is ₹120 per unit, and fixed cost is ₹1,60,000. If the firm reduces price to ₹180 to penetrate the market, which statement is MOST accurate?

- (a) Break-even quantity increases due to reduction in contribution margin per unit
- (b) Break-even quantity decreases due to higher expected sales volume
- (c) Contribution margin increases leading to faster recovery of fixed cost
- (d) Profit per unit remains unchanged as variable cost is constant
- (e) Pricing decision does not affect break-even point under any condition

Ans.(a)

Q42. A company reaches 10,000 prospects, out of which 2,000 show interest, 500 consider purchase, and 100 finally buy the product. Which of the following interpretations is MOST accurate?

- (a) Conversion rate from consideration to purchase is 20 percent indicating scope for improvement
- (b) Overall conversion rate is 50 percent indicating highly efficient funnel performance
- (c) Awareness stage conversion cannot be evaluated without cost data
- (d) Funnel efficiency is highest at the interest stage compared to final conversion
- (e) Purchase stage conversion rate is irrelevant for marketing performance evaluation

Ans.(a)

Q43. During a major international cricket tournament, a non-sponsoring beverage brand launches a campaign saying “Celebrate the spirit of cricket with us,” using similar colors, stadium visuals, and fan emotions, without using any official logos.

- (a) It is legitimate comparative advertising since no brand is named
- (b) It is unethical pricing strategy targeting event demand
- (c) It is co-branding with implied partnership approval
- (d) It is ambush marketing by association creating indirect linkage with the event
- (e) It is an example of direct trademark infringement

Ans.(d)

Q44. A bank launches a new AI-based investment tool and initially targets users who are willing to experiment despite uncertainty and potential failure, indicating focus on _____.

- (a) early adopters who influence others through social approval and credibility
- (b) innovators who are venturesome and willing to take high risks for new ideas
- (c) early majority who adopt after careful evaluation and evidence
- (d) late majority who depend on peer pressure and necessity
- (e) laggards who resist innovation until it becomes unavoidable

Ans.(b)

Q45. Consider the following statements about Product Life Cycle:

1. In maturity stage, firms often focus on differentiation and market modification strategies.
2. In decline stage, firms always exit the market immediately.
3. Growth stage is characterized by increasing competition and market expansion.

Which is correct?

- (a) Only 1 and 2
- (b) Only 1 and 3
- (c) Only 2 and 3
- (d) All are correct
- (e) Only 1

Ans.(b)

Q46. A company limits the number of times a digital advertisement is shown to the same user within a specific time frame to avoid irritation and reduce ad fatigue, while still ensuring sufficient brand recall. Which concept is being applied?

- (a) Reach optimization ensuring maximum unique audience exposure across channels

- (b) Frequency capping balancing effective exposure and consumer irritation levels
- (c) Impression share maximization to dominate visibility across platforms
- (d) Retargeting strategy aimed at converting previously interested customers
- (e) Programmatic bidding focused on cost efficiency in ad placements

Ans.(b)

Q47. A company estimates that a customer generates ₹5,000 annual contribution margin for 4 years. Acquisition cost is ₹6,000. Discount rate is ignored. Which of the following is the MOST appropriate interpretation?

- (a) CLV = ₹20,000; Net value positive
- (b) CLV is negative because acquisition cost is high
- (c) CLV cannot be calculated without retention rate
- (d) CLV = ₹5,000 only (annual value)v
- (e) CLV = ₹14,000 after adjusting acquisition cost

Ans.(e)

Q48. A company identifies that its premium customers value durability, reliability, and functional benefits over trends or impulsive buying. They actively seek information before making purchase decisions. Which VALS segment is MOST appropriate?

- (a) Experiencers driven by self-expression and novelty
- (b) Thinkers characterized by rationality and information orientation
- (c) Achievers motivated primarily by status and peer approval
- (d) Makers focused on practical self-sufficiency and DIY orientation
- (e) Strivers influenced by style but constrained by resources

Ans.(b)

Q49. Which of the following scenarios BEST represents ambush marketing?

- (a) Sponsoring an event officially and promoting it extensively
- (b) Advertising during an event without being an official sponsor
- (c) Offering discounts during festival season
- (d) Launching a new product during a major sports event
- (e) Collaborating with event organizers for branding

Ans.(b)

Q50. A regional rural bank has very high employee satisfaction, regular training, and performance-linked incentives. Yet, customer complaints about rude behavior at the counter persist. Which side of the Service Triangle is weak despite strong internal marketing?

- (a) Employees → Customers
- (b) Organization → Customers
- (c) Organization → Employees
- (d) Customers → Organization
- (e) Employees → Organization

Ans.(a)

Q51. A firm's market share is 40% in an industry where the largest competitor holds 20%. Industry growth rate is low. Which of the following is the MOST appropriate interpretation?

- (a) Relative market share equals 2 indicating a strong position in a low-growth market
- (b) Product should be classified as a Star due to high relative market share
- (c) Low industry growth automatically classifies the product as a Dog
- (d) Relative market share cannot be calculated without total market size
- (e) High market share ensures high growth classification in BCG matrix

Ans.(a)

Q52. A chocolate brand in India starts selling its existing chocolates in Nepal for the first time through distributors. Which strategy is this?

- (a) Market Penetration
- (b) Market Development
- (c) Product Development
- (d) Diversification
- (e) Backward Integration

Ans.(b)

Q53. A company notices that its sales revenue is still increasing, but the rate of growth has started declining, competitors are aggressively differentiating, and heavy promotional expenses are required to maintain brand recall. The firm also begins offering product variations. Which inference is MOST appropriate?

- (a) The firm is entering decline, and cost-cutting is the priority
- (b) The firm is in early growth, where demand exceeds supply
- (c) The firm is transitioning from growth to maturity, requiring differentiation strategy
- (d) The firm is in introduction, focusing on awareness creation
- (e) The firm is in revival stage due to repositioning

Ans.(c)

Q54. A fashion brand analyzes consumers who attend fashion shows, follow designer pages on Instagram, and believe fast fashion harms sustainability. Which inference is most accurate?

- (a) Only Activity dimension is relevant
- (b) Only Opinion dimension is irrelevant
- (c) All three AIO dimensions are integrated
- (d) Only Interests and Activities are useful for segmentation
- (e) Opinions override behavior in AIO model

Ans.(c)

Q55. A company finds that customers who score high CSAT do not necessarily have high CLV. What is the BEST explanation?

- (a) CSAT and CLV are identical metrics
- (b) Satisfaction always guarantees long-term value
- (c) CSAT measures short-term experience, CLV measures long-term profitability
- (d) CLV depends only on marketing cost
- (e) CSAT is invalid in service industries

Ans.(c)

Q56. A business unit has high relative market share but operates in a slow-growing industry. According to the BCG Matrix, the unit should primarily be used to:

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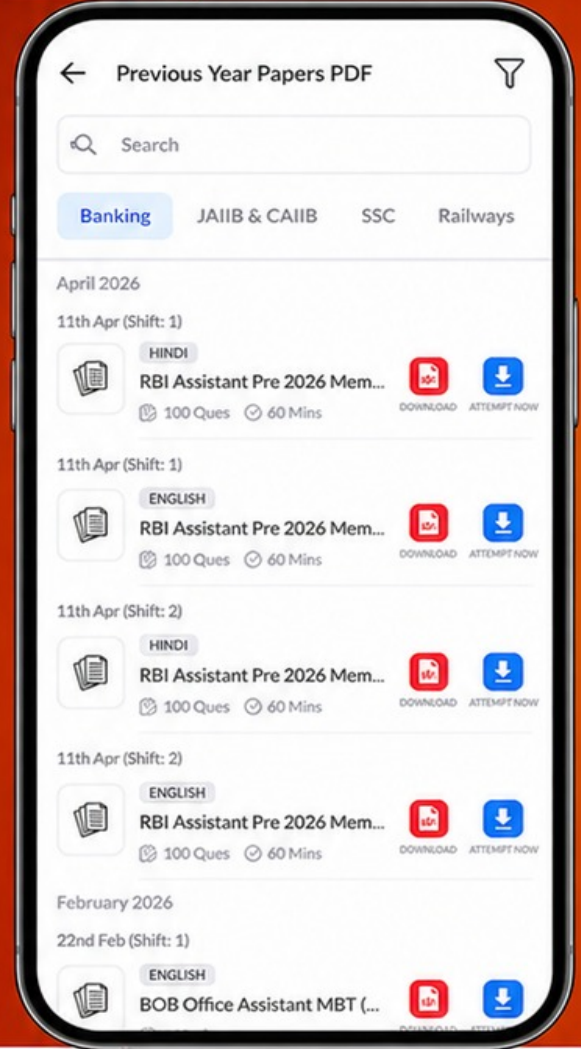
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- (a) Divest immediately
- (b) Generate cash to support other SBUs
- (c) Increase market uncertainty
- (d) Follow penetration pricing only
- (e) Reduce operational scale completely

Ans.(b)

Q57. A digital campaign generates 20,000 impressions, out of which 5% click on the ad. Of those who click, 10% convert into customers. If the total campaign cost is ₹50,000, what is the approximate cost per acquisition (CPA)?

- (a) ₹50
- (b) ₹100
- (c) ₹500
- (d) ₹1,000
- (e) ₹250

Ans.(c)

Q58. A smartphone company divides the market into gamers, professionals, and students, but targets all three segments with identical advertising messages. Which conclusion is MOST accurate?

- (a) Segmentation is correct but targeting is differentiated
- (b) Targeting is concentrated but positioning is segmented
- (c) Segmentation is done but targeting strategy is undifferentiated
- (d) Positioning is multi-segment oriented
- (e) STP is fully optimized

Ans.(c)

Q59. In competitor analysis, the term “marketing myopia” (Levitt) warns against:

- (a) Defining competition too narrowly by product category
- (b) Ignoring price competition
- (c) Focusing too much on advertising
- (d) Overestimating market growth
- (e) Underestimating competitor capabilities

Ans.(a)

Q60. Which of the following is MOST appropriate when a firm wants to introduce multiple variants of a product within the same category under the same brand?

- (a) Brand extension
- (b) Co-branding
- (c) Private labeling
- (d) Line extension
- (e) Brand repositioning

Ans.(d)