

Test Name :

22_JUNE_MMIS_Marketing-Strat_Marketing strategy

0:59:49

Vertical

Question 1:

RobustTires is an established tire manufacturer in Topeka. Every major brand of car uses its tires. It plans to open a branch in Buffalo City for which it intends to use time series analysis to forecast sales and the market potential. Which of the following methods is exemplified by RobustTires?

- ☐ Survey method
- ☐ Observation method
- ☐ Statistical method
- ☐ Analogy method

Geetika Kumar

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41	42	43

One

After

Vertical

Question 2:

A product-oriented organization differs from a market-oriented organization in that a product-oriented organization:

- ☐ views credit as a form of customer service
- ☐ focuses technical research on product improvement and cost-cutting in production.
- ☐ extensively uses packaging as a promotional tool
- ☐ does not view credit as a necessary evil that can be used to minimize major debt losses.

Vertical

Question 3:

Which of the following is a difference between physical and perceptual positioning?

- ☐ Physical positioning represents product specs and communication, but perceptual positioning does not.
- ☐ Physical positioning analysis is based in perceptual measures, while perceptual positioning analysis is based in objective measures
- ☐ Perceptual positioning has a consumer orientation while physical positioning has a technical orientation
- ☐ In a perceptual positioning analysis, data is readily available, but in physical positioning analyses it is not

Service Marketing Strategy Exam Questions With Answers

Isobel Doole, Robin Lowe



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