



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
PGDSCM & L– Two Years Course

COMPUTER MARKED ASSIGNMENT (CMA) For Jan-June 2020 semester.

Semester 3
PAPER – 18
PACKAGING & DISTRIBUTION MANAGEMENT

Instructions:

1. Answer all 50 questions (compulsory). Each question carries 2 marks **Total : 100 Marks**
 2. Read instructions given on the OMR answer sheet and answer the questions.
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1. Labeling, packaging are associated with:

- A. Price mix
- B. Product mix
- C. Place mix
- D. Promotion mix

2. _____ set(s) the floor for the price that the company can charge for its product.

- A. Supply
- B. Demand
- C. Costs
- D. Nonprofit factors

3. Companies facing the challenge of setting prices for the first time can choose between two broad strategies: market-penetration pricing and _____.

- A. Market-level pricing
- B. Market-competitive pricing
- C. Market-skimming pricing
- D. Market-price lining

4. In the maturity phase of the PLC, a marketing manager should consider:

- A. dropping the product and moving on to the next product winner.
- B. modifying the market, product, and marketing mix.
- C. expanding R & D.
- D. pricing to penetrate the market.

5. Which of the product is in the decline stage of PLC?

- A. HD TVs
- B. Tata Salt
- C. I-phone
- D. Music CDs

6. Which of the following is not a type of decision usually made during the product development stage?

- A. Branding
- B. Product positioning
- C. Packaging
- D. Product screening

7. All of the following are different ways a firm can obtain new products, except which one?

- A. A firm can acquire a whole new company
- B. A firm can obtain a new product through patents
- C. A firm can obtain a new product by licensing someone else's new product
- D. A firm can obtain a new product by using the R&D department of other firms in the same industry.

8. Original products, product improvements, product modifications, and new brands that a firm develops through its own research and development efforts are called:
- A. new products.
 - B. concept products.
 - C. altered products.
 - D. supplemental products.
9. _____ is screening new-product ideas in order to spot good ideas and Drop poor ones as soon as possible.
- A. Idea generation
 - B. Concept development and testing
 - C. Idea screening
 - D. Brainstorming
10. A _____ is a detailed version of the idea stated in meaningful Consumer terms.
- A. Product idea
 - B. Product image
 - C. Product concept
 - D. Product feature
11. If a company wishes to test its positioning strategy, advertising, distribution, pricing, branding and packaging, and budget levels, it can do so during which of the following stages of the new-product development process?
- A. Commercialization
 - B. Test marketing
 - C. Product development
 - D. Concept testing
12. Sterilization packaging systems have most impact on:
- A. Instruments
 - B. Healthcare acquired infection
 - C. Healthcare costs
 - D. Packaging type
13. Which of the following is NOT a price adjustment strategy?
- A. Segmented pricing
 - B. Promotional pricing
 - C. Free samples
 - D. Geographical pricing
14. Differentiation in pricing for various geographical customer
- A. Price skimming
 - B. Psychological pricing
 - C. Pricing variations
 - D. Geographical pricing
15. When Pepsi came out with Pepsi Blue and priced it at half price to attract buyers they were using, Pepsi was using _____.
- A. Market-skimming pricing
 - B. Market-penetration pricing
 - C. New-product pricing
 - D. Discount pricing
16. _____ is a period of market acceptance and increasing profits.
- A. Product development
 - B. Maturity

- C. Growth
- D. Introduction

17. Technological advances, shifts in consumer tastes, and increased competition, all of which reduce demand for a product, are typical of which stage in the PLC?

- A. Decline stage
- B. Introduction stage
- C. Growth stage
- D. Maturity stage

18. _____ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share.

- A. Market-skimming
- B. Value-based
- C. Market-penetration
- D. Leader

19. Original products, product improvements, product modifications, and new brands that a firm develops through its own research and development efforts are called:

- A. New products.
- B. Concept products.
- C. Altered products.
- D. Supplemental products.

20. As a product reaches its decline stage of the PLC, management may decide to _____ the product, which means reducing various costs and hoping that sales

- A. hold up.
- B. drop
- C. harvest
- D. cultivate

21. The stage in the product life cycle where the strategic focus is on market penetration and building intensive distribution is the:

- A. decline stage.
- B. introduction stage.
- C. growth stage.
- D. maturity stage.

22. Which of the following is not a price adjustment strategy?

- A. Seasonal pricing
- B. Segmented pricing
- C. Free samples
- D. Geographical pricing

23. Big Mike's Health Food Store sells nutritional energy-producing foods. The price of the products sold varies according to individual customer accounts and situations. For example, long-time customers receive discounts. This strategy is an example of _____.

- A. Cost-plus pricing
- B. Penetration pricing
- C. Dynamic pricing
- D. Everyday low pricing

24. Which of the following is not an effective action that a company can take to combat a competitor's price cut on a product?

- A. Launch a low-price "fighter brand"
- B. Improve quality and increase price
- C. Raise perceived value
- D. Improve quality and decrease price

25. A brand name is one of the elements of the:
- Discounted product
 - Core benefit
 - Augmented product
 - Actual product
26. Introducing the new product into the market takes place in which stage of the new product development process?
- commercialization
 - test marketing
 - marketing strategy
 - product development
27. Looking at the sales history of similar products and surveying market opinion are tools used at which stage in the new-product development process?
- concept development and testing
 - commercialization
 - business analysis
 - marketing strategy development
28. Presenting new-product ideas to consumers in symbolic or physical ways to measure their reactions occurs during which of the following stages?
- idea generation
 - concept testing
 - marketing strategy
 - screening
29. One reason that idea screening is a critical stage in the new-product development process is that:
- Product-development costs rise greatly in later stages and the company only wants those products that can succeed.
 - Competitors can quickly steal ideas so the company wants only those ideas that can be protected with patents.
 - International competition and markets demand that all ideas be culturally sensitive.
 - The government carefully monitors each company's idea screening process to make sure no national security matters are at stake.
30. The systematic search for new-product ideas is characteristic of which stage in the new product development process?
- idea screening
 - concept development and testing
 - idea generation
 - business analysis
31. To achieve the marketing objectives for the brand and satisfy the desires of consumers, the _____ and functional components of packaging must be chosen correctly.
- characters
 - logo
 - aesthetics
 - brand name
32. A label performs several functions for a product. These include all of the following EXCEPT _____.
- grades promotes
 - describes

- C. classifies
- D. identifies

33. Sales are declining, profits are also declining & competition is increasing. These indicate that the product may be in:

- A. Introduction stage
- B. Decline stage
- C. Growth stage
- D. Maturity stage

34. Which of the following is the leak-proof packaging that provides additional protection for the primary container?

- A. Primary packaging
- B. Secondary packaging
- C. Transport packaging
- D. Decorative

35. Gift baskets are the example of which one of the following types of packaging?

- A. Decorative
- B. Secondary
- C. Shipping
- D. Primary

36. _____ involves designing and producing the container or wrapper for a product.

- A. Packaging
- B. Product line
- C. Service
- D. Branding

37. At the very least, the _____ identifies the product or brand. It might also describe several things about the product.

- A. line extension
- B. social marketing
- C. label
- D. specialty product

38. Some analysts see _____ as the major enduring asset of a company, outlasting the company's specific products and facilities.

- A. brands convenience
- B. products specialty
- C. products
- D. unsought products

39. Chicken of the Sea brand tuna sells more than the same size Kroger brand tuna even though the Kroger tuna costs Rs.0.15 less per can. This is known as brand _____.

- A. extension
- B. equity
- C. specialty
- D. service

40. Branding assists buyers in numerous ways. Which of the following is not a direct consumer benefit derived from branding?

- A. Brand names raise awareness and increase consumer interest.
- B. Brand names increase shopper efficiency.
- C. Brand names convey product quality.
- D. Branding enables suppliers to attract loyal and profitable set of customers.

41. At the introduction stage of the Product Life Cycle (PLC), which of the following are the marketers' and distributors' two main priorities?

- A. Launch planning and creating shelf space.
- B. Generating awareness and stimulating responses.
- C. Launch planning and generating awareness.
- D. Creating shelf space and generating awareness.

42. In the growth stage of a product life cycle which of the following statements are applicable?

- 1) There is a rapid increase in sales.
- 2) Effects of repeat purchasing are seen.
- 3) Increased competitor activity is found.
- 4) Profits begin to rise.
- 5) Good product management is required.

Options

- A. 1,2,3,4
- B. 1,3,4,5
- C. 1,2,3,4,5
- D. 1,2,3,5

43. Which of the following is NOT a method of idea generation?

- A. Morphological analysis.
- B. Synthetics.
- C. Synetics.
- D. Deduction.

44. Launching a product in a small part of the market is called:

- A. Competitive response.
- B. Competitive analysis.
- C. Test marketing
- D. Market segmentation.

45. Starting with one or two areas and then adding new regions to the distribution area is called:

- A. Rolling launch.
- B. Sprinkler strategy.
- C. Test marketing.
- D. SWOT aanalysis.

46. Which of the following is not a stage in the product life cycle?

- A. Introduction.
- B. Withdrawal.
- C. Growth.
- D. Maturity.

47. Of the following, which statement(s) would not support a market-skimming policy for a new product?

- A. The product's quality and image support their higher prices
- B. Enough buyers want the products at that price
- C. Competitors are not able to undercut the high price
- D. Competitors can enter the market easily

48. Choosing a price based upon its short-term effect on current profit, cash flow, or return on investment reflects which of the following pricing objectives?

- A. current profit maximization
- B. product quality leadership
- C. market share leadership
- D. survival

49. Which of the following is the leak-proof packaging that provides additional protection for the primary container?

- A. Primary packaging
- B. Secondary packaging
- C. Transport packaging
- D. Decorative

50. Which of the following is a name, term, sign, symbol, design, or a combination of these, that identifies the product or service?

- A. Label
- B. Co-brand
- C. Brand
- D. Product
