



EXAM

1. Determining the needs, wants and interests of target markets and delivering the desired satisfactions more effectively and efficiently than competitors in a way that maintains or improves both the consumer's and society's well-being, refer to: (3p)
 - a. Agricultural marketing
 - b. Internal marketing
 - c. B2B marketing
 - d. Societal marketing
2. Which one of the following variants belongs to demographic environment? (3p)
 - a. Savings
 - b. Competitors
 - c. Increased cost of energy
 - d. Population size
3. Setting the promotion budget at the level management thinks the company can afford represents the: (3p)
 - a. Percentage of sales method
 - b. Affordable method
 - c. Competitive-parity method
 - d. Objective-and-task method
4. The macroenvironment includes largely issues that a company cannot control, but they can have a huge influence on an organisation's performance, such as: (3p)
 - a. Clients
 - b. Political elements
 - c. Distributors
 - d. Competitors
5. The marketing mix, one of the dominant ideas in modern marketing, includes: (3p)
 - a. personnel, positioning, place and price
 - b. product, price, place and promotion
 - c. product, promotion, place and persuasion
 - d. promotion, price, place and positioning
6. Marketers are segmenting their markets by customer lifestyle which is a category of: (3p)
 - a. psychographic segmentation
 - b. behavioural segmentation
 - c. demographic segmentation
 - d. geographic segmentation
7. To be useful, market segments must have the following characteristics: (3p)
 - a. measurability, accessibility, substantiality and actionability
 - b. measurability, inaccessibility, substantiality and actionability
 - c. measurability, accessibility, unsubstantiality and actionability
 - d. measurability, accessibility, substantiality and unattainability



THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

Admission examination: Master studies

Faculty: MARKETING

8. Identify which one of the following variants is not a marketing plan component: (3p)
 - a. Mission
 - b. SWOT analysis
 - c. Marketing objectives and strategies
 - d. Annuities
9. The core marketing concepts are linked to: (3p)
 - a. ideas, products and accounting
 - b. wants, demands and needs
 - c. quality, satisfaction and travel
 - d. investments, relationships and prices
10. Those that carry news, features and editorial opinion are specific to: (3p)
 - a. financial publics
 - b. media publics
 - c. local publics
 - d. internal publics
11. Which one of the following variants are represented by firms that help the company to promote, sell and distribute its goods to final buyers? (3p)
 - a. Competitors
 - b. Marketing intermediaries
 - c. Clients
 - d. Suppliers
12. The variables used in segmenting consumer markets that are dividing the market into groups based on age, gender, family size, family life cycle, income, occupation, education: (3p)
 - a. Behavioural variables
 - b. Geographic variables
 - c. Psychographic variables
 - d. Demographic variables
13. The political environment is of considerable interest to marketers because it involves: (3p)
 - a. Inflation
 - b. Changes in purchasing power
 - c. Shortages of raw materials
 - d. Laws and government agencies
14. A market coverage strategy in which a firm decides to ignore market segment differences and go after the whole market with one offer is a: (3p)
 - a. Undifferentiated marketing strategy
 - b. Differentiated marketing strategy
 - c. Concentrated marketing strategy
 - d. Defensive marketing strategy
15. When the product's performance matches expectations, the customer is: (3p)
 - a. dissatisfied
 - b. satisfied
 - c. disappointed
 - d. neither satisfied, nor dissatisfied



16. The value of a brand, based on the extent to which it has high brand loyalty, name awareness, perceived quality, strong brand associations, and other assets such as patents, trademarks and channel relationships is: (3p)
- a. Brand loyalty
 - b. Brand parity
 - c. Brand equity
 - d. None of the above
17. Which concept from the following refers to a detailed version of the new-product idea stated in meaningful consumer terms? (3p)
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19. The cost that do not vary with production or sales level are: (3p)
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20. Setting the promotion mix involves major tools such as: (3p)
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22. The period within the product life-cycle characterized by a slowdown in sales growth because the product has achieved acceptance by most potential buyers represents: (3p)
- a. Introduction
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23. Stocking the product in as many outlets as possible consists of: (3p)
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THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

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30. The research that allows us to isolate causes and effects represents: (3p)
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 - c. Exploratory research
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Note:

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- Savings
 - Competitors
 - Increased cost of energy
 - Population size
13. Setting the promotion budget at the level management thinks the company can afford represents (3p) the:
- Percentage of sales method
 - Affordable method
 - Competitive-parity method
 - Objective-and-task method
14. The macroenvironment includes largely issues that a company cannot control, but they can have a huge influence on an organisation's performance, such as: (3p)
- Clients
 - Political elements
 - Distributors
 - Competitors
15. The marketing mix, one of the dominant ideas in modern marketing, includes: (3p)
- personnel, positioning, place and price
 - product, price, place and promotion
 - product, promotion, place and persuasion
 - promotion, price, place and positioning



16. Marketers are segmenting their markets by customer lifestyle which is a category of: (3p)
a. psychographic segmentation
b. behavioural segmentation
c. demographic segmentation
d. geographic segmentation
17. To be useful, market segments must have the following characteristics: (3p)
a. measurability, accessibility, substantiality and actionability
b. measurability, inaccessibility, substantiality and actionability
c. measurability, accessibility, unsubstantiality and actionability
d. measurability, accessibility, substantiality and unattainability
18. Identify which one of the following variants is not a marketing plan component: (3p)
a. Mission
b. SWOT analysis
c. Marketing objectives and strategies
d. Annuities
19. The core marketing concepts are linked to: (3p)
a. ideas, products and accounting
b. wants, demands and needs
c. quality, satisfaction and travel
d. investments, relationships and prices
20. Those that carry news, features and editorial opinion are specific to: (3p)
a. financial publics
b. media publics
c. local publics
d. internal publics
21. Which one of the following variants are represented by firms that help the company to promote, sell and distribute its goods to final buyers? (3p)
a. Competitors
b. Marketing intermediaries
c. Clients
d. Suppliers
22. The variables used in segmenting consumer markets that are dividing the market into groups based on age, gender, family size, family life cycle, income, occupation, education: (3p)
a. Behavioural variables
b. Geographic variables
c. Psychographic variables
d. Demographic variables
23. The political environment is of considerable interest to marketers because it involves: (3p)
a. Inflation
b. Changes in purchasing power
c. Shortages of raw materials
d. Laws and government agencies



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Admission examination: Master studies

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24. A market coverage strategy in which a firm decides to ignore market segment differences and go after the whole market with one offer is a: (3p)
- a. Undifferentiated marketing strategy
 - b. Differentiated marketing strategy
 - c. Concentrated marketing strategy
 - d. Defensive marketing strategy
25. When the product's performance matches expectations, the customer is: (3p)
- a. dissatisfied
 - b. satisfied
 - c. disappointed
 - d. neither satisfied, nor dissatisfied
26. The value of a brand, based on the extent to which it has high brand loyalty, name awareness, perceived quality, strong brand associations, and other assets such as patents, trademarks and channel relationships is: (3p)
- a. Brand loyalty
 - b. Brand parity
 - c. Brand equity
 - d. None of the above
27. Which concept from the following refers to a detailed version of the new-product idea stated in meaningful consumer terms? (3p)
- a. Brand concept
 - b. Product concept
 - c. Price concept
 - d. Distribution concept
28. Identify the type of competition specific to a market in which there are a few sellers that are highly sensitive to each other's pricing: (3p)
- a. oligopolistic competition
 - b. pure competition
 - c. pure monopoly
 - d. monopolistic competition
29. The cost that do not vary with production or sales level are: (3p)
- a. variable costs
 - b. total costs
 - c. inputs costs
 - d. fixed costs
30. Setting the promotion mix involves major tools such as: (3p)
- a. Product and Personal selling,
 - b. Sales promotion and Packaging
 - c. Personal selling and Sales promotion
 - d. Advertising and Product

Note:

The total number of points corresponding to the 30 questions is 90. To these points, 10 points will be added ex officio.



EXAM

1. Identify the scale that contains a series of bipolar adjectives for various properties of the object (3p)
under study (such as "high quality–low quality"):
a. Likert scale
b. Semantic differential scale
c. Stapel scale
d. scale with a true zero origin
2. Small groups brought together and guided by a moderator through an unstructured, (3p)
spontaneous discussion for the purpose of gaining information relevant to the research problem
refers to:
a. Eye tracking
b. Survey
c. Focus Group
d. Experiments
3. Interviews with a large number of respondents using a pre-designed questionnaire represent: (3p)
a. Experiments
b. Simulation
c. Surveys
d. Eye tracking
4. Which categories of scales use only labels? (3p)
a. Nominal scales
b. Ordinal scales
c. Interval scales
d. Ratio scales
5. The research that allows us to isolate causes and effects represents: (3p)
a. Prescriptive research
b. Causal research
c. Exploratory research
d. Descriptive research
6. Determining the needs, wants and interests of target markets and delivering the desired (3p)
satisfactions more effectively and efficiently than competitors in a way that maintains or
improves both the consumer's and society's well-being, refer to:
a. Agricultural marketing
b. Internal marketing
c. B2B marketing
d. Societal marketing
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 - c. Personal selling and Sales promotion
 - d. Advertising and Product
26. A firm engaged primarily in selling goods and services to those buying for resale or business use is a: (3p)
- a. Public
 - b. Competitor
 - c. Wholesaler
 - d. Supplier
27. The period within the product life-cycle characterized by a slowdown in sales growth because the product has achieved acceptance by most potential buyers represents: (3p)
- a. Introduction
 - b. Growth
 - c. Maturity
 - d. Decline
28. Stocking the product in as many outlets as possible consists of: (3p)
- a. Exclusive distribution
 - b. Selective distribution
 - c. Online distribution
 - d. Intensive distribution
29. Which one of the following variants is a non-metric scale? (3p)
- a. interval scale
 - b. ratio scale
 - c. scale with a true zero origin
 - d. nominal scale



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30. Which one of the following variants is not included in the marketing research process? (3p)
- a. defining the problem
 - b. determining the sample plan and size
 - c. setting the promotion plan
 - d. establishing research objectives

Note:

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