



EXAM

1. Marketing studies customers' needs. The needs for knowledge and self-expression are: (3p)
 - a. individual needs
 - b. physical needs
 - c. social needs
 - d. basic needs
2. A group of consumers who respond in a similar way to a set of marketing stimuli represents: (3p)
 - a. heterogeneous people
 - b. market segment
 - c. macroenvironmental component
 - d. internal marketing
3. The process of creating, maintaining and enhancing strong, value-laden relationships with customers and other stakeholders defines the: (3p)
 - a. Insurance marketing
 - b. Relationship marketing
 - c. Internal marketing
 - d. Agricultural marketing
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. Economic and Technological elements
 - b. Customers and Cultural elements
 - c. Suppliers and Technological elements
 - d. Competitors and Customers
5. The philosophy that consumers will favour products that are available and highly affordable corresponds to: (3p)
 - a. selling concept
 - b. production concept
 - c. marketing concept
 - d. product concept
6. The marketing mix, one of the dominant ideas in modern marketing, includes: (3p)
 - a. product, price, place and promotion
 - b. product, price, place and positioning
 - c. people, price, positioning and promotion
 - d. personnel, positioning, place and promotion
7. In the SWOT analysis, the critical success factors resulted from the internal analysis are: (3p)
 - a. Challenges
 - b. Threats
 - c. Opportunities
 - d. Strengths



8. Which one of the following variants is not a marketing plan component? (3p)
a. the mission
b. the balance sheet
c. the marketing objectives and strategies
d. the SWOT analysis
9. Which one of the following variants belongs to demographic environment? (3p)
a. Income distribution
b. Population size
c. Increased cost of energy
d. Competitors
10. Firms and individuals that provide the resources needed by the company and its competitors to produce goods and services are: (3p)
a. Marketing intermediaries
b. Clients
c. Competitors
d. Suppliers
11. Factors that affect consumer buying power and spending patterns are specific to: (3p)
a. Economic environment
b. Clients
c. Demographic environment
d. Natural environment
12. The natural environment is of considerable interest to marketers because it involves: (3p)
a. Shortages of raw materials
b. Population growth
c. Changes in purchasing power
d. Laws and government agencies
13. The variables used in segmenting consumer markets that are dividing the market into different units, such as nations, states, regions, counties, cities or neighbourhoods: (3p)
a. Behavioural variables
b. Psychographic variables
c. Demographic variables
d. Geographic variables
14. People's views of themselves are studied in relation with: (3p)
a. political environment
b. cultural environment
c. natural environment
d. economic environment
15. When the product's performance falls short of expectations, the customer is: (3p)
a. satisfied
b. highly satisfied
c. neither satisfied, nor dissatisfied
d. dissatisfied



16. Using almost the same product, promotion and distribution for all consumers is a form of: (3p)
a. mass marketing
b. differentiated marketing
c. defensive marketing
d. concentrated marketing
17. The way consumers perceive an actual or potential product refers to: (3p)
a. Product life cycle
b. Concept testing
c. Market
d. Product image
18. The period within the product life cycle characterized by rapid market acceptance and increasing profits represents: (3p)
a. Introduction
b. Growth
c. Maturity
d. Decline
19. A market in which many buyers and sellers trade over a range of prices rather than a single market price: (3p)
a. oligopolistic competition
b. unfair competition
c. monopolistic competition
d. pure monopoly
20. Which one of the following objectives is not specific to the price strategy? (3p)
a. survival
b. current profit maximisation
c. increase of brand awareness
d. market-share gain
21. A wide assortment of tools such as coupons, contests, price reductions, premium offers, free goods and others is: (3p)
a. Advertising
b. Sales promotion
c. Public relations
d. Direct marketing
22. The promotion tool that can reach masses of geographically dispersed buyers at a low cost per exposure by different media such as TV refers to: (3p)
a. Price
b. Personal selling
c. Merchandising
d. Advertising
23. A marketing channel that has no intermediary levels is a: (3p)
a. Vertical marketing system
b. Wholesaler-sponsored voluntary chain
c. Retail distribution channel
d. Direct-marketing channel



24. Giving a limited number of dealers the exclusive right to distribute the company's products in their territories represents: (3p)
 - a. Exclusive distribution
 - b. Online distribution
 - c. Selective distribution
 - d. Intensive distribution
25. The use of computer networks, including the internet, to assist in any phase of marketing research process represents: (3p)
 - a. marketing plan
 - b. online marketing research
 - c. offline marketing research
 - d. viral marketing
26. Collecting information in an unstructured and informal manner, often used when little is known about the problem represents: (3p)
 - a. Descriptive research
 - b. Exploratory research
 - c. Causal research
 - d. Prescriptive research
27. The major disadvantage consisting of the inability to determine consumers' motives, attitudes and intentions is specific to: (3p)
 - a. Direct interviews
 - b. Observation
 - c. Survey
 - d. Focus Group
28. The research which involves collecting, analysing, and interpreting data by observing what people do and say represents: (3p)
 - a. Qualitative research
 - b. Quantitative research
 - c. Experiments
 - d. Eye tracking
29. The scales that permit the researcher to rank-order the respondents or their responses are: (3p)
 - a. Nominal scales
 - b. Ordinal scales
 - c. Interval scales
 - d. Ratio scales
30. The scale used by marketing researchers in which respondents are asked to indicate their degree of agreement or disagreement on a symmetric agree-disagree scale for each of a series of statements represents: (3p)
 - a. Osgood scale
 - b. Nominal scale
 - c. Stapel scale
 - d. Likert scale

Note:

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



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c. defensive marketing
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- 12 The way consumers perceive an actual or potential product refers to: (3p)
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c. Market
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- 13 The period within the product life cycle characterized by rapid market acceptance and increasing profits represents: (3p)
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b. Growth
c. Maturity
d. Decline
- 14 A market in which many buyers and sellers trade over a range of prices rather than a single market price: (3p)
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b. unfair competition
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- 15 Which one of the following objectives is not specific to the price strategy? (3p)
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- 17 The promotion tool that can reach masses of geographically dispersed buyers at a low cost per exposure by different media such as TV refers to: (3p)
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THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

Admission examination: Master studies

Faculty: MARKETING

- 30 Firms and individuals that provide the resources needed by the company and its competitors to produce goods and services are: (3p)
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a. Economic environment
b. Clients
c. Demographic environment
d. Natural environment
- 22 The natural environment is of considerable interest to marketers because it involves: (3p)
a. Shortages of raw materials
b. Population growth
c. Changes in purchasing power
d. Laws and government agencies



- 23 The variables used in segmenting consumer markets that are dividing the market into different units, such as nations, states, regions, counties, cities or neighbourhoods: (3p)
- a. Behavioural variables
 - b. Psychographic variables
 - c. Demographic variables
 - d. Geographic variables
- 24 People's views of themselves are studied in relation with: (3p)
- a. political environment
 - b. cultural environment
 - c. natural environment
 - d. economic environment
- 25 When the product's performance falls short of expectations, the customer is: (3p)
- a. satisfied
 - b. highly satisfied
 - c. neither satisfied, nor dissatisfied
 - d. dissatisfied
- 26 Using almost the same product, promotion and distribution for all consumers is a form of: (3p)
- a. mass marketing
 - b. differentiated marketing
 - c. defensive marketing
 - d. concentrated marketing
- 27 The way consumers perceive an actual or potential product refers to: (3p)
- a. Product life cycle
 - b. Concept testing
 - c. Market
 - d. Product image
- 28 The period within the product life cycle characterized by rapid market acceptance and increasing profits represents: (3p)
- a. Introduction
 - b. Growth
 - c. Maturity
 - d. Decline
- 29 A market in which many buyers and sellers trade over a range of prices rather than a single market price: (3p)
- a. oligopolistic competition
 - b. unfair competition
 - c. monopolistic competition
 - d. pure monopoly



THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

Admission examination: Master studies

Faculty: MARKETING

- 30 Which one of the following objectives is not specific to the price strategy? (3p)
- a. survival
 - b. current profit maximisation
 - c. increase of brand awareness
 - d. market-share gain

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. Collecting information in an unstructured and informal manner, often used when little is known about the problem represents: (3p)
 - a. Descriptive research
 - b. Exploratory research
 - c. Causal research
 - d. Prescriptive research
2. The major disadvantage consisting of the inability to determine consumers' motives, attitudes and intentions is specific to: (3p)
 - a. Direct interviews
 - b. Observation
 - c. Survey
 - d. Focus Group
3. The research which involves collecting, analysing, and interpreting data by observing what people do and say represents: (3p)
 - a. Qualitative research
 - b. Quantitative research
 - c. Experiments
 - d. Eye tracking
4. The scales that permit the researcher to rank-order the respondents or their responses are: (3p)
 - a. Nominal scales
 - b. Ordinal scales
 - c. Interval scales
 - d. Ratio scales
5. The scale used by marketing researchers in which respondents are asked to indicate their degree of agreement or disagreement on a symmetric agree-disagree scale for each of a series of statements represents: (3p)
 - a. Osgood scale
 - b. Nominal scale
 - c. Stapel scale
 - d. Likert scale
6. Marketing studies customers' needs. The needs for knowledge and self-expression are: (3p)
 - a. individual needs
 - b. physical needs
 - c. social needs
 - d. basic needs
7. A group of consumers who respond in a similar way to a set of marketing stimuli represents: (3p)
 - a. heterogeneous people
 - b. market segment
 - c. macroenvironmental component
 - d. internal marketing



8. The process of creating, maintaining and enhancing strong, value-laden relationships with customers and other stakeholders defines the: (3p)
 - a. Insurance marketing
 - b. Relationship marketing
 - c. Internal marketing
 - d. Agricultural marketing
9. 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. Economic and Technological elements
 - b. Customers and Cultural elements
 - c. Suppliers and Technological elements
 - d. Competitors and Customers
- 10 The philosophy that consumers will favour products that are available and highly affordable corresponds to: (3p)
 - a. selling concept
 - b. production concept
 - c. marketing concept
 - d. product concept
- 11 The marketing mix, one of the dominant ideas in modern marketing, includes: (3p)
 - a. product, price, place and promotion
 - b. product, price, place and positioning
 - c. people, price, positioning and promotion
 - d. personnel, positioning, place and promotion
- 12 In the SWOT analysis, the critical success factors resulted from the internal analysis are: (3p)
 - a. Challenges
 - b. Threats
 - c. Opportunities
 - d. Strengths
- 13 Which one of the following variants is not a marketing plan component? (3p)
 - a. the mission
 - b. the balance sheet
 - c. the marketing objectives and strategies
 - d. the SWOT analysis
- 14 Which one of the following variants belongs to demographic environment? (3p)
 - a. Income distribution
 - b. Population size
 - c. Increased cost of energy
 - d. Competitors



- 15 Firms and individuals that provide the resources needed by the company and its competitors to produce goods and services are: (3p)
a. Marketing intermediaries
b. Clients
c. Competitors
d. Suppliers
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 - c. increase of brand awareness
 - d. market-share gain
- 26 A wide assortment of tools such as coupons, contests, price reductions, premium offers, free goods and others is: (3p)
- a. Advertising
 - b. Sales promotion
 - c. Public relations
 - d. Direct marketing
- 27 The promotion tool that can reach masses of geographically dispersed buyers at a low cost per exposure by different media such as TV refers to: (3p)
- a. Price
 - b. Personal selling
 - c. Merchandising
 - d. Advertising
- 28 A marketing channel that has no intermediary levels is a: (3p)
- a. Vertical marketing system
 - b. Wholesaler-sponsored voluntary chain
 - c. Retail distribution channel
 - d. Direct-marketing channel
- 29 Giving a limited number of dealers the exclusive right to distribute the company's products in their territories represents: (3p)
- a. Exclusive distribution
 - b. Online distribution
 - c. Selective distribution
 - d. Intensive distribution



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- 30 The use of computer networks, including the internet, to assist in any phase of marketing research process represents: (3p)
- a. marketing plan
 - b. online marketing research
 - c. offline marketing research
 - d. viral marketing

Note:

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