

Mock Examination

Course: Marketing Concepts and Development of Marketing Strategies

Faculty: Ms. Priya

10 multiple-choice questions based on the "Why, What, How" framework and marketing tactics:

1. The "Why" in the framework represents:
 - a) Specific marketing actions.
 - b) The brand's mission and purpose.
 - c) Tools used to execute marketing strategies.
 - d) The target audience.
2. Which of the following is an example of a "What" (marketing strategy)?
 - a) Running a PPC advertising campaign.
 - b) Developing a user-friendly financial platform.
 - c) Creating a blog post.
 - d) Sending email newsletters.
3. "How" in the framework refers to:
 - a) The overall goal of the business.
 - b) The specific tools and actions used for marketing.
 - c) The path taken to achieve the mission.
 - d) The customer's problem.
4. Which of these is a digital marketing tactic?
 - a) Print advertising.
 - b) Direct mail marketing.
 - c) Search Engine Optimization (SEO).
 - d) Outdoor advertising.
5. What is the benefit of clarifying the "Why" in your marketing efforts?
 - a) It guarantees a high return on investment.
 - b) It ensures all actions are aligned with the brand's mission.
 - c) It eliminates the need for marketing tactics.
 - d) It simplifies the "How" by limiting options.

6. Which of the following is a traditional marketing tactic?
- a) Social media marketing.
 - b) Email marketing.
 - c) Broadcast advertising.
 - d) Affiliate marketing.
7. Content marketing falls under which category of the "Why, What, How" framework?
- a) Why.
 - b) What.
 - c) How.
 - d) None of the above.
8. Which tactic involves collaborating with other businesses to reach new audiences?
- a) Referral programs.
 - b) Partnerships.
 - c) Influencer marketing.
 - d) Affiliate marketing.
9. What is the purpose of web analytics in digital marketing?
- a) To create engaging video content.
 - b) To track website traffic and user behavior.
 - c) To run targeted ads on social media.
 - d) To optimize website content for search engines.
10. Which of the following helps in managing customer interactions and personalizing marketing efforts?
- a) SEO.
 - b) PPC.
 - c) CRM.
 - d) Email marketing.
11. Which of the following is an example of a "What" statement focusing on customer value?
- a) "Implement a content marketing strategy to establish thought leadership."
 - b) "Increase brand awareness by X% within the next year."
 - c) "Provide exceptional customer service to create brand advocates."
 - d) "Expand into new geographic markets to reach a wider audience."

12. In marketing, investing time upfront in planning and strategy is crucial because it:
- a) Guarantees immediate sales.
 - b) Reduces the need for content creation.
 - c) Prevents wasted effort later on.
 - d) Eliminates the need for campaign execution.
13. Which of the following best describes the role of "energy" in marketing?
- a) It's primarily about analyzing data and analytics.
 - b) It's essential for building strong relationships with influencers.
 - c) It involves passion, focus, and a proactive approach.
 - d) It's only needed during campaign execution.
14. Capturing and holding the attention of the target audience falls under which resource allocation in marketing? a) Time.
- b) Energy.
 - c) Attention.
 - d) All of the above.
15. Why is it important to strategically allocate time, energy, and attention in marketing?
- a) To guarantee a high number of social media followers.
 - b) To maximize ROI and avoid wasting resources.
 - c) To create the most visually appealing advertisements.
 - d) To eliminate the need for market research.