Marketing-Competitive Strategy Job Interview Questions And Answers

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Marketing-Competitive Strategy Interview Questions And Answers Guide.

Question - 1:

What is marketing audit?

Ans:

1. An examination of the costs and expenditures involved in marketing
2. A check on the cost-effectiveness of the firm marketing expenditure
3. A 'snapshot' of the firm's current marketing activities
4. The introduction of a new costing mechanism

Answer: A 'snapshot' of the firm current marketing activities

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Question - 2:

Which of the following is not financial objective?

Ans:

1. Customer loyalty
2. Sales
3. Economic value added
4. Market share

Answer: Customer loyalty

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Question - 3:

What is difference between strategy and tactics?

Ans:

1. Strategy reflects medium term objectives.
2. Strategy is about major issues: tactics is about minor issues.
3. Strategy is about overall direction: tactics is about ways of getting there.
4. Strategy is formal, tactics are informal

Answer: Strategy is about overall direction: tactics is about ways of getting there

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Question - 4:

Marketing planning occurs at which of the following company levels

Ans:

1. The product level
2. The market level
3. The business-unit level
4. All of the above

Answer: All of the above

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Question - 5:

To develop its market segments, West Coast Fish planned sales visits to the top 25 hotels and restaurants in Ireland. Where would this appear in marketing plan?

Ans:

1. Critical issues
2. Marketing strategies
3. Action plans
4. Executive summary

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5. Objectives
Answer: Action plans

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Question - 6:

The ACME Company sets its marketing budget by estimating the market leader s marketing spends. This approach to setting a budget is called:

Ans:

1. Percent of sales method
2. Marginal approach
3. Comparative parity method
4. Objective and task method

Answer: Comparative parity method

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Question - 7:

Introducing new products to existing markets is an example of which of the following

Ans:

1. Concentric diversification
2. Horizontal diversification
3. Conglomerate diversification
4. Vertical diversification

Answer: Horizontal diversification

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Question - 8:

What is the statement of the organization s purpose?

Ans:

1. Mission statement
2. Organizational intent
3. Organizational perspective

Answer: Mission statement

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Question - 9:

West Coast Fish have no formal organization for marketing. Where this would be stated in its marketing plan?

Ans:

1. Financial controls
2. SWOT Analysis
3. Marketing strategy
4. Executive summary

Answer: SWOT Analysis

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