

Marketing-Competitive Strategy Interview Questions And Answers Guide.



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Marketing-Competitive Strategy Job Interview Preparation Guide.

Question # 1

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

Answer:-

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

Answer: SWOT Analysis

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Question # 2

What is the statement of the organization's purpose?

Answer:-

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

Answer: Mission statement

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Question # 3

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

Answer:-

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

Answer: Horizontal diversification

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Question # 4

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

Answer:-

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 # 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?

Answer:-

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



Answer: Action plans

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Question # 6

Marketing planning occurs at which of the following company levels

Answer:-

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 # 7

What is difference between strategy and tactics?

Answer:-

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 # 8

Which of the following is not financial objective?

Answer:-

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

Answer: Customer loyalty

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Question # 9

What is marketing audit?

Answer:-

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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