



# Dr.G.R.Damodaran College of Science

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I MIB [2017-2019]

SEMESTER I

CORE: INTERNATIONAL MARKETING MANAGEMENT - 153C

Multiple Choice Questions.

1. With the globalization of markets, the tastes and preferences of consumers world-wide are:
- A. Converging upon a global norm.
  - B. Becoming similar to the tastes and preferences of American consumers.
  - C. So different that they can be ignored by international organizations.
  - D. Being encouraged by multinational organizations to become increasingly similar.

ANSWER: A

2. The goals of international marketing are to:
- A. eliminate competition in international markets.
  - B. gain market share and increase profit.
  - C. expand business activities abroad.
  - D. create and retain customers in global markets.

ANSWER: D

3. Being a global organization means:
- A. customizing the product range for each segment in part.
  - B. creating standardised products for homogenous markets.
  - C. creating both standardized and customized products.
  - D. any of the above.

ANSWER: C

4. Which of the following represents a company's effort to identify and categorize groups of customers and countries according to common characteristics?
- A. global market segmentation.
  - B. global targeting.
  - C. global positioning.
  - D. global marketing research.

ANSWER: A

5. A global market leader is an organization which:
- A. has more than 50% global market share.
  - B. is recognized as being ahead of the rest in terms of market share.
  - C. is ahead of the competition in terms of global innovation.
  - D. has the monopoly over several foreign markets.

ANSWER: B

6. From the point of view of marketing, an organization that enjoys competitive advantage in an industry has done so by:

- A. charging lower prices than competitors.
- B. constantly enlarging its marketing activities.
- C. focusing on long term profit.
- D. creating superior value for customers.

ANSWER: D

7. The main aim of global marketing is to:

- A. find global customers.
- B. satisfy global customers better than competitors.
- C. coordinate the marketing activities within the constraints of the global environment.
- D. achieve all of the above.

ANSWER: D

8. Key controllable factors in global marketing are:

- A. social and technical changes.
- B. government policy and legislation.
- C. marketing activities and plans.
- D. all of the above.

ANSWER: C

9. Which one is wrong ?

- A. Customer is the center of all Marketing activities.
- B. Marketing focuses on the needs and wants of customers.
- C. Marketing is all about selling goods and services.
- D. It is concerned about satisfying customers through supply of goods and services.

ANSWER: C

10. Production Concept says:

- A. Consumers will prefer products that are widely available and inexpensive.
- B. Consumers will prefer better products.
- C. Consumers will prefer lower prices.
- D. Having the goods produced in a large scale factory with assembly lines.

ANSWER: A

11. Green Marketing is.

- A. Making environment friendly products.
- B. Making more products with natural ingredients.
- C. Make use of more green colors in packages.
- D. Educate marketers about the importance of natural environment.

ANSWER: A

12. The study of international marketing should focus on

- A. product
- B. place

- C. promotion
- D. all the above

ANSWER: D

13. The process of dividing a total market into market groups so that persons within each group have relatively similar product needs is called:

- A. Segmenting.
- B. Differentiating.
- C. target marketing.
- D. Concentrating.

ANSWER: A

14. Distribution in a service may refer to.

- A. storage, handling and movement of goods from manufacturer to consumer.
- B. Point at which the service is delivered.
- C. Point at which service is promoted and communicated.
- D. None of the above.

ANSWER: A

15. \_\_\_\_\_ are products bought by individuals and organizations for further processing or for use in conducting a business.

- A. Consumer products.
- B. Services.
- C. Industrial products.
- D. Specialty products.

ANSWER: C

16. If a company's objective were to reach masses of buyers that were geographically dispersed at a low cost per exposure, the company would likely choose which of the following promotion forms?

- A. Advertising.
- B. Personal selling.
- C. Public relations.
- D. Sales promotion.

ANSWER: A

17. Using a successful brand name to introduce additional items in a given product category under the same brand name (such as new flavors, forms, colors, added ingredients, or package sizes) is called

- A. line extension.
- B. brand extension.
- C. multibranding.
- D. new brands.

ANSWER: A

18. When a company enters a new product category for which its current brand names are not appropriate, it will likely follow which of the following brand strategies?

- A. Product extensions.
- B. Line extensions.

C. Brand extensions.

D. New brands.

ANSWER: D

19. \_\_\_\_\_ is a principle of enlightened marketing that requires that a company seek real product and marketing improvements.

A. Innovative marketing.

B. Consumer-oriented marketing.

C. Value marketing.

D. Sense-of-mission marketing.

ANSWER: A

20. \_\_\_\_\_ is the process of evaluating each market segment's attractiveness and selecting one or more segments to enter.

A. Mass marketing.

B. Market segmentation.

C. Market targeting.

D. Market positioning.

ANSWER: C

21. The stage is the product life cycle that focuses on expanding market and creating product awareness and trial is the:

A. decline stage.

B. introduction stage.

C. growth stage.

D. maturity stage.

ANSWER: B

22. A set of interdependent organizations involved in the process of making a product or service available for use or consumption by the consumer or business user is called

A. retailer.

B. retailer.

C. distribution channel.

D. logistics.

ANSWER: C

23. A \_\_\_\_\_ is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.

A. push strategy.

B. pull strategy.

C. blocking strategy.

D. integrated strategy.

ANSWER: A

24. Consumer goods with unique characteristics or brand identification often requiring a special purchase effort are called:

A. custom products.

B. specialty products.

- C. convenience products.
- D. shopping products.

ANSWER: B

25. Which of the following is NOT one of the five stages of the buyer decision process?

- A. need recognition.
- B. brand identification.
- C. information search.
- D. purchase decision.

ANSWER: B

26. R&D and engineering first produce the product concept into a physical product during which of the following stages of the new product development process?

- A. Concept development and testing.
- B. Marketing strategy.
- C. Business analysis.
- D. Product development.

ANSWER: D

27. A company is practicing \_\_\_\_\_ if it focuses on subsegments with distinctive traits that may seek a special combination of benefits.

- A. Micromarketing.
- B. niche marketing.
- C. mass marketing.
- D. segment marketing.

ANSWER: B

28. When a company reviews sales, costs, and profit projections for a new product to find out whether these factors satisfy the company's objectives, they are in which of the following new process development stages?

- A. Concept development and testing.
- B. Commercialization.
- C. Business analysis.
- D. Marketing strategy development.

ANSWER: C

29. A company faces several major decisions in international marketing. The first of these decisions is often:

- A. deciding whether to go international.
- B. looking at the global marketing environment.
- C. deciding which markets to enter.
- D. deciding how to enter markets.

ANSWER: B

30. When producers, wholesalers, and retailers act as a unified system, they comprise a:

- A. conventional marketing system.
- B. power-based marketing system.
- C. horizontal marketing system.

D. vertical marketing system.

ANSWER: D

31. \_\_\_\_\_ is a person's distinguishing psychological characteristics that lead to relatively consistent and lasting responses to his or her own environment.

- A. Psychographics.
- B. Personality.
- C. Demographics.
- D. Lifestyle.

ANSWER: B

32. The practice of going after a large share of a smaller market or subsets of a few markets is called:

- A. undifferentiated marketing.
- B. differentiated marketing.
- C. concentrated marketing.
- D. turbo marketing.

ANSWER: C

33. \_\_\_\_\_ is screening new-product ideas in order to spot good ideas and drop poor ones as soon as possible.

- A. Idea generation.
- B. Concept development and testing.
- C. Idea screening.
- D. Brainstorming.

ANSWER: C

34. If a company (considering its options on the product/market expansion grid) chooses to move into different unrelated fields (from what it has ever done before) with new products as a means to stimulate growth, the company would be following which of the following general strategies?

- A. market penetration.
- B. market development.
- C. product development.
- D. diversification.

ANSWER: D

35. Technological advances, shifts in consumer tastes, and increased competition, all of which reduce demand for a product are typical of which stage in the PLC?

- A. decline stage.
- B. introduction stage.
- C. growth stage.
- D. maturity stage.

ANSWER: A

36. Each salesperson is assigned to an exclusive area in which to sell the company's full line of products or services in which type of salesforce structure?

- A. Territorial sales force.
- B. Product sales force.

- C. Customer sales force.
- D. Hybrid sales force.

ANSWER: A

37. The advantages of audience selectivity, no ad competition and personalization apply to which type of media?

- A. Newspapers.
- B. Television.
- C. Direct Mail.
- D. Radio.

ANSWER: C

38. When companies make marketing decisions by considering consumers' wants and the long-run interests of the company, consumer, and the general population, they are practicing which of the following principles?

- A. Innovative marketing.
- B. Consumer-oriented marketing.
- C. Value marketing.
- D. Societal marketing.

ANSWER: D

39. All of the following would be ways to segment within the category of psychographic segmentation EXCEPT:

- A. social class.
- B. occupation.
- C. lifestyle.
- D. personality.

ANSWER: B

40. Internal records are an important source of information. Which of the following are not deemed as internal records?

- A. Marketing and sales records.
- B. Customer service records.
- C. Accounting records.
- D. Competitor information.

ANSWER: D

41. Which of the following is correct? International retailing is the meeting of consumers' needs in international markets by:

- A. domestic retailers adopting a concept.
- B. export agents in international markets.
- C. international retail organizations.
- D. wholesalers in international markets.

ANSWER: C

42. If Marketing Research shows that a group of people do not desire a particular product, the people in that group

- A. are the market for the product

- B. do not have the ability to purchase to the product
- C. do not have the authority to purchase the product
- D. are not the market for the product

ANSWER: D

43. An apparel marketer is planning to launch an existing brand name into a new product category. Which brand development strategy is being implemented?

- A. Line extension.
- B. Multibrand.
- C. Brand extension.
- D. Rebranding.

ANSWER: C

44. Which of the following is basically getting into different versions of the same base product on the same market?

- A. Product extension.
- B. Brand diversification.
- C. Market extension.
- D. Line extension.

ANSWER: D

45. Public Relations Departments are responsible for which of the following?

- A. Producing written material.
- B. Organizational identity media
- C. Telephone help lines.
- D. All of the above.

ANSWER: D

46. Which of the following is not considered part of direct marketing?

- A. Advertising.
- B. Inserts.
- C. Direct mail.
- D. Telemarketing.

ANSWER: A

47. Price discrimination involves:

- A. Charging the highest possible price.
- B. Charging different segments of customers different prices.
- C. Being the lowest cost producer.
- D. Charging a different price to that of competitors.

ANSWER: B

48. Cost plus pricing is:

- A. Charging the highest possible price.
- B. Ensuring you are the lowest cost producer.
- C. Pricing by calculating the cost of production and adding on a margin.
- D. Charging marginally more than the competition.

ANSWER: C

49. Social Marketing is primarily concerned with \_\_\_\_\_.

- A. Changing culture.
- B. Changing the status quo.
- C. Motivating volunteers.
- D. Influencing behavior.

ANSWER: D

50. Which of the following is not a criteria for Segmenting Consumer Markets?

- A. Geographic.
- B. Turnover.
- C. Behavioral.
- D. Psychographic.

ANSWER: B

51. Which is the first step in marketing?

- A. Buying.
- B. Selling.
- C. Assembling.
- D. Financing.

ANSWER: A

52. Transportation creates which type of utility?

- A. time.
- B. place.
- C. form.
- D. storage.

ANSWER: B

53. Which type of utility is created by Warehouse?

- A. place.
- B. time.
- C. form.
- D. storage.

ANSWER: B

54. Trading up is the act of what high priced prestigious products to existing product line?

- A. adding.
- B. subtracting.
- C. deleting.
- D. maintaining.

ANSWER: A

55. Brand is a means of

- A. communication.
- B. identification.
- C. packing.
- D. specialization.

ANSWER: B

56. Selling is an act of

- A. persuasion.
- B. illusion.
- C. forcing.
- D. communication.

ANSWER: A

57. What type of a term is Price?

- A. absolute.
- B. relative.
- C. composite.
- D. standard.

ANSWER: A

58. What is the policy adopted by manufacturers to get success in the field of marketing.

- A. Marketing mix.
- B. Product mix.
- C. Promotional mix.
- D. Price mix.

ANSWER: A

59. What creates a particular image in the minds of consumers?

- A. Branding.
- B. Personal selling.
- C. Grading.
- D. product planning.

ANSWER: A

60. The second element to effect the volume of sales is

- A. price.
- B. product.
- C. promotion.
- D. distribution.

ANSWER: A

61. Anything which possesses utility is

- A. product.
- B. finished goods.
- C. raw materials.
- D. stock.

ANSWER: A

62. Which goods are meant for final consumption?

- A. Consumer.
- B. Convenience.
- C. Shopping.

D. Specialty.  
ANSWER: A

63. What are the general rules set up by the management itself in making product decisions.

- A. Product policy.
- B. Product planning.
- C. Product mix.
- D. Product packing.

ANSWER: A

64. What is a group of products that are closely related called?

- A. Product line.
- B. Product mix.
- C. Product development.
- D. Product positioning.

ANSWER: A

65. What may be defined as the exchange of goods or services in terms of money?

- A. Price.
- B. Product.
- C. Grading.
- D. Branding.

ANSWER: A

66. Which price is the high initial of the product at the time of introduction of the product in the market?

- A. Skimming price.
- B. Penetrating price.
- C. High pricing.
- D. Moderate pricing.

ANSWER: A

67. What is allowed in the form of deductions from the list price?

- A. Trade discount.
- B. Quantity decisions.
- C. Cash discount.
- D. Seasonal discount.

ANSWER: A

68. What is price at which a retailer sells the products to his buyers?

- A. Retail price.
- B. Whole sale price.
- C. FOB price.
- D. Administered price.

ANSWER: A

69. A method which aims to capture the market and increase the sales volume is known as

- A. packing.

- B. purchasing.
- C. sales promotion.
- D. marketing.

ANSWER: C

70. What creates a non personal stimulation of demand in advertising?

- A. Pricing.
- B. Production.
- C. Public relation.
- D. Distribution.

ANSWER: A

71. What gives a chances to the consumers to compare the products with their substitutes?

- A. Sampling.
- B. Contest.
- C. Premium offers.
- D. Distribution.

ANSWER: A

72. What is a mass communication of information intended to persuade buyers as to maximize profits?

- A. Advertising.
- B. Salesmanship.
- C. Sales promotion.
- D. Personal selling.

ANSWER: A

73. What other forms of promotion are supported by advertisement.

- A. Personal selling.
- B. Branding.
- C. Promotion.
- D. Publicity.

ANSWER: A

74. What are published according to the taste or liking of the public?

- A. Magazines.
- B. Journals.
- C. News paper.
- D. Special issues.

ANSWER: A

75. What are in the form of a small book?

- A. Booklets.
- B. Circulars.
- C. Folders.
- D. Sales letters.

ANSWER: A

76. Who is a group of persons, who are experts on various phases of advertising and related marketing areas.

- A. Marketing agency.
- B. Advertising agency.
- C. Promotion agency.
- D. Marketing research agency.

ANSWER: B

77. What influences the buyer to buy a product?

- A. Packing.
- B. Price.
- C. Personal selling.
- D. Grading.

ANSWER: C

78. Products reach the hands of customers through a number of channels, of that the main channel is.

- A. wholesaler.
- B. distributor.
- C. retailer.
- D. agents.

ANSWER: A

79. What includes the storage and protection of goods?

- A. Warehouse.
- B. Transport.
- C. Store house.
- D. Godowns.

ANSWER: A

80. What is concerned with the collection and concentration of goods of the same type from different sources?

- A. Assembling.
- B. Selling.
- C. Buying.
- D. Trading.

ANSWER: A

81. The wide term which includes advertising, sales and personal selling.

- A. Distribution.
- B. Warehousing.
- C. Promotion.
- D. Transportation.

ANSWER: C

82. What brings about the change in the ownership of products?

- A. Exchange.
- B. Storing.

- C. Promotion.
  - D. MIS.
- ANSWER: A

83. What is the most fundamental aspect for any merchandise transactions?

- A. Financing.
- B. Grading.
- C. Insurance.
- D. Packing.

ANSWER: A

84. What are the major channel components who help in the transfer of goods from the hands of producer to consumer?

- A. Salesman.
- B. Middleman.
- C. Manufacturer.
- D. Creditor.

ANSWER: A

85. What system existed in the initial stage of marketing?

- A. Sales.
- B. Barter.
- C. Exchange.
- D. Purchase.

ANSWER: B

86. What plays a significant role in under developed countries, as it is a multiplier of activities.

- A. Sales.
- B. Buying.
- C. Marketing.
- D. Production.

ANSWER: C

87. What type of markets deals with purchase or sale of gold?

- A. Commodity.
- B. Bullion.
- C. Retail.
- D. World.

ANSWER: B

88. In Which market, goods are exchanged and the physical delivery of goods takes immediately.

- A. future.
- B. spot.
- C. perfect.
- D. bullion.

ANSWER: B

89. In which market, large number of buyers and sellers meet.

- A. imperfect.
- B. bullion.
- C. perfect.
- D. retail.

ANSWER: C

90. What is psychological, social and physical behavior of potential consumer called as?

- A. a. Household behavior.
- B. b. Seller behavior.
- C. c. Manufacturer behavior.
- D. Consumer behavior.

ANSWER: D

91. A buyer makes a purchase of a particular product or a particular brand is termed as.

- A. Purchase motives.
- B. Patronage motives.
- C. Selection motives.
- D. Product buying motives.

ANSWER: D

92. A careful study of what will facilitate the marketer in determining the size, form, style, color, package etc?

- A. manufacturers potential.
- B. market.
- C. consumer behavior.
- D. market segmentation.

ANSWER: C

93. The process whereby individuals decide whether, what, when, how and from whom to purchase goods and services can be termed as?

- A. household behavior.
- B. Buyer behavior.
- C. product buying motives.
- D. purchase motives.

ANSWER: B

94. Motives refers to strong

- A. purchase power.
- B. needs.
- C. behavior.
- D. emotions.

ANSWER: D

95. Buying decision of a customer depends on his

- A. attitude.
- B. promotion.
- C. price.
- D. product.

ANSWER: A

96. A satisfied buyer is a silent

- A. sales man.
- B. promotion.
- C. advertisement.
- D. target market.

ANSWER: C

97. A consumer chooses an alternative which gives maximum

- A. satisfaction.
- B. usage.
- C. utility.
- D. durability.

ANSWER: A

98. The buying process begins when a person has

- A. a satisfied need.
- B. an unsatisfied need.
- C. an immediate need.
- D. a future need.

ANSWER: B

99. The individuals specific behavior in the market place is affected by internal factor

- A. family.
- B. culture.
- C. attitudes.
- D. economic.

ANSWER: C

100. The external factors of consumer behavior are also called as.

- A. Consumer behaviour factors.
- B. environmental factors.
- C. product factors.
- D. specific factors.

ANSWER: B

101. Economics explains that consumer behavior in relation to

- A. social factors.
- B. psychological factors.
- C. economic factors.
- D. demographic factors.

ANSWER: C

102. Which of the following is not a marketing mix element?

- A. product
- B. price
- C. promotion

D. purchase  
ANSWER: D

103. Culture refers to.
- A. social values, language, customs.
  - B. needs, motives, perception.
  - C. wants, search, decide.
  - D. product preference.

ANSWER: A

104. Who are people who carry their goods from place to place in hand cart and sell them to the consumers at their door steps?

- A. Street traders.
- B. Cheap jacks.
- C. Pedlars.
- D. Hawkers.

ANSWER: D

105. Who are people who carry their goods on their heads?

- A. Hawkers.
- B. Cheap jacks.
- C. Pedlars.
- D. Street traders.

ANSWER: C

106. Who open their shops on market days?

- A. Street traders.
- B. Cheap jacks.
- C. Hawkers.
- D. Market traders.

ANSWER: D

107. Service of retailer

- A. keeps variety of goods.
- B. purchases in bulk
- C. matches demand with production.
- D. demand creators.

ANSWER: A

108. An Example of agent middle man.

- A. retailer.
- B. Broker.
- C. wholesaler.
- D. truck jobbers.

ANSWER: B

109. An example of merchant middlemen.

- A. Commission agent.

- B. wholesaler.
- C. resident buyers.
- D. factors.

ANSWER: B

110. Marketing is an art of

- A. pricing
- B. buying products
- C. selling products
- D. both b and c

ANSWER: D

111. Services rendered by wholesaler to manufacturer is

- A. advice to retailer.
- B. facilitating small purchase.
- C. to keep varieties of goods.
- D. Acting as an intermediary.

ANSWER: D

112. An example of large scale retailers.

- A. fixed shop retailers.
- B. Departmental stores.
- C. general shops.
- D. market traders.

ANSWER: B

113. Super markets is an example of.

- A. Small- scale retailers.
- B. fixed shop retailers.
- C. Large-scale retailers.
- D. itinerant retailers.

ANSWER: C

114. What are the criteria for market segmentation?

- A. Accessibility and responsiveness.
- B. Accessibility and user status.
- C. Accessibility and loyal status.
- D. Accessibility and attitude.

ANSWER: A

115. The purpose of segmentation is to

- A. access the changing pattern of consumers..
- B. measure the changing pattern of consumers..
- C. identify the changing pattern of consumers..
- D. usage rate of the changing pattern of consumers. .

ANSWER: B

116. What must a clearly defined segment do?

- A. access to the changes in any of the elements of marketing mix. a. identify. .
- B. respond to the changes in any of the elements of marketing mix. a. identify. .
- C. identify to the changes in any of the elements of marketing mix. a. identify. .
- D. use to the changes in any of the elements of marketing mix. a. identify. .

ANSWER: C

117. In which type of segmentation, the whole market is divided into different geographic units.

- A. demographic segmentation.
- B. geographic segmentation.
- C. socio- economic segmentation.
- D. psychographic segmentation.

ANSWER: B

118. Division of market on the basis of variables like gender, income, occupation, education are called as

- A. psychographic segmentation.
- B. socio- economic segmentation.
- C. geographic segmentation.
- D. demographic segmentation.

ANSWER: D

119. Consumers are subdivided into different groups on the basis of personality, life style, attitude and values are called as

- A. demographic segmentation.
- B. geographic segmentation.
- C. socio- economic segmentation.
- D. psychographic segmentation.

ANSWER: D

120. When the consumers are classified on the basis of religion, customs, culture are termed as

- A. demographic segmentation.
- B. geographic segmentation.
- C. socio- economic segmentation.
- D. psychographic segmentation.

ANSWER: C

121. A market may be segmented by classifying people according to their enthusiasm for a product are termed as.

- A. attitude segmentation.
- B. geographic segmentation.
- C. socio- economic segmentation.
- D. psychographic segmentation.

ANSWER: A

122. Benefits of segmentation :

- A. determining marketing strategies.
- B. reduced sale.
- C. shifting loyals.

D. unknown markets.

ANSWER: A

123. Consumers who buy one brand all the time

- A. safe- core loyals.
- B. hard core loyals.
- C. shifting loyals.
- D. switchers.

ANSWER: B

124. Consumers who are loyal to two or three brands.

- A. hard core loyals.
- B. safe- core loyals.
- C. shifting loyals.
- D. switchers.

ANSWER: B

125. Consumers who shift from one brand to another.

- A. hard core loyals.
- B. safe- core loyals.
- C. shifting loyals.
- D. switchers.

ANSWER: C

126. Consumers who show no loyalty to any brand.

- A. hard core loyal.
- B. safe- core loyal.
- C. shifting loyal.
- D. switchers.

ANSWER: D

127. Celebrities in entertainment world, models etc., need cosmetics on a regular basis, as it is the most important part of their profession is an example of

- A. light user.
- B. medium user.
- C. heavy user.
- D. switchers.

ANSWER: C

128. Which areas in India is considered today as a huge store house of untapped marketing opportunities.

- A. Urban.
- B. Rural.
- C. Semi urban.
- D. Metropolitan.

ANSWER: B

129. Which type of marketing is identifying and serving the needs of consumers living in villages.

- A. Rural.
- B. Agricultural marketing.
- C. Retail marketing.
- D. International marketing.

ANSWER: A

130. Increasing competition in urban markets make which markets attractive.

- A. rural.
- B. retail.
- C. agricultural.
- D. wholesale.

ANSWER: A

131. Which level of urban consumers is high?

- A. awareness.
- B. educational.
- C. loyalty.
- D. satisfaction.

ANSWER: A

132. Which marketing is concerned with the flow of goods and services from urban to rural and vice versa.

- A. Urban.
- B. Rural.
- C. Retail.
- D. International.

ANSWER: B

133. Reasons for growing rural markets are.

- A. Change in rural consumer behavior.
- B. marketing strategies.
- C. promotion strategies.
- D. product mix.

ANSWER: A

134. Which is the final stage of any economic activity.

- A. Wholesale.
- B. Brokering.
- C. Retail.
- D. Factoring.

ANSWER: C

135. Which of the following represents a company's effort to identify and categorize groups of customers according to common characteristics?

- A. market segmentation.
- B. targeting.
- C. positioning.
- D. marketing research.

ANSWER: A

136. Which one is wrong ?

- A. Customer is the center of all Marketing activities.
- B. Marketing focuses on the needs and wants of customers.
- C. Marketing is all about selling goods and services.
- D. It is concerned about satisfying customers through supply of goods and services.

ANSWER: C

137. Green Marketing.

- A. educate marketers about the importance of natural environment.
- B. make use of more green colors in packages.
- C. making more products with natural ingredients
- D. making environment friendly products.

ANSWER: D

138. \_\_\_\_\_ are products bought by individuals and organizations for further processing or for use in conducting a business.

- A. Consumer products.
- B. Services.
- C. Industrial products.
- D. Specialty products.

ANSWER: C

139. The stage is the product life cycle that focuses on expanding market and creating product awareness and trial is the:

- A. decline stage.
- B. introduction stage.
- C. growth stage.
- D. maturity stage.

ANSWER: C

140. A \_\_\_\_\_ is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.

- A. push strategy.
- B. pull strategy.
- C. blocking strategy.
- D. integrated strategy.

ANSWER: A

141. Consumer goods with unique characteristics or brand identification often requiring a special purchase effort are called:

- A. custom products.
- B. specialty products.
- C. convenience products.
- D. shopping products.

ANSWER: D

142. Which of the following is NOT one of the five stages of the buyer decision process?

- A. need recognition.
- B. brand identification.
- C. information search.
- D. purchase decision.

ANSWER: B

143. \_\_\_\_\_ is a person's distinguishing psychological characteristics that lead to relatively consistent and lasting responses to his or her own environment.

- A. Psychographics.
- B. Personality.
- C. Demographics.
- D. Lifestyle.

ANSWER: A

144. \_\_\_\_\_ is screening new-product ideas in order to spot good ideas and drop poor ones as soon as possible.

- A. Idea generation.
- B. Concept development and testing.
- C. Idea screening.
- D. Brainstorming.

ANSWER: A

145. Technological advances, shifts in consumer tastes, and increased competition, all of which reduce demand for a product are typical of which stage in the PLC?

- A. decline stage.
- B. introduction stage.
- C. growth stage.
- D. maturity stage.

ANSWER: D

146. Which of the following is not considered part of direct marketing?

- A. Advertising.
- B. Inserts.
- C. Direct mail.
- D. Telemarketing.

ANSWER: A

147. Price discrimination involves:

- A. Charging the highest possible price.
- B. Charging different segments of customers different prices.
- C. Being the lowest cost producer.
- D. Charging a different price to that of competitors.

ANSWER: B

148. Cost plus pricing is:

- A. Charging the highest possible price.
- B. Ensuring you are the lowest cost producer.

- C. Pricing by calculating the cost of production and adding on a margin.
- D. Charging marginally more than the competition

ANSWER: C

149. Social Marketing is primarily concerned with \_\_\_\_\_.

- A. Changing culture.
- B. Changing the status quo.
- C. Motivating volunteers.
- D. Influencing behavior.

ANSWER: A

150. Which of the following is not a criteria for Segmenting Consumer Markets?

- A. Geographic.
- B. Turnover.
- C. Behavioral.
- D. Psychographic.

ANSWER: B

151. The correct steps in the new product development process are:

- A. Idea generation, screening, idea evaluation, development, and commercialization.
- B. Idea creation, market research and development, and introduction of product.
- C. Product positioning, idea screening, evaluation, and commercialization.
- D. Idea screening, idea development, marketing research, and commercialization.

ANSWER: A

152. The following are all major stages of a product life cycle except:

- A. Sales decline.
- B. Market maturity.
- C. Market Introduction.
- D. Market Implementation

ANSWER: D

153. A key objective of marketing is to:

- A. Find a break though opportunities.
- B. Satisfy the needs of some group of customers that the firm serves.
- C. Develop a competitive advantage.
- D. Offer new or improved products.

ANSWER: B

154. \_\_\_\_\_ is about bringing your product/service to the attention of your target market, and reminding them or persuading customers to purchase that product/service.

- A. Production
- B. Promotion.
- C. Budget.
- D. Image.

ANSWER: B

155. The purpose of \_\_\_\_\_ is to inform customers of the features and benefits of a

product/service and persuading them to purchase it in preference to the products/services of competitors. A.

- A. Marketing.
- B. Image.
- C. Marketing plan.
- D. Advertising

ANSWER: D

156. During market segmentation analysis, the marketer identifies which segments present the greatest opportunity. These segments are called \_\_\_\_\_.

- A. target markets.
- B. primary markets.
- C. tertiary markets.
- D. demographic markets.

ANSWER: A

157. The increase in what has enhanced rural demand for several products.

- A. purchase power.
- B. . income.
- C. awareness.
- D. population.

ANSWER: B

158. Product specifications like design, price and durability should be in accordance with the needs of which masses?

- A. rural
- B. urban
- C. producer
- D. retailer

ANSWER: A

159. Rural India has many fairs and festivals and marketers use these platforms for

- A. price strategy
- B. marketing strategy
- C. brand promotions
- D. formulating strategies

ANSWER: C

160. Marketing communication in the rural area has to be in

- A. local language
- B. press media
- C. national language
- D. outdoor media

ANSWER: A

161. When goods are sold directly to the consumers it is called as

- A. pricing decisions
- B. product strategy

- C. retail marketing
- D. e-commerce

ANSWER: D

162. When a product is sold what type of utility is created?

- A. time
- B. place
- C. ownership
- D. transport

ANSWER: C

163. A retailer creates which type of utility by keeping the store open when the consumers prefer to shop

- A. ownership
- B. time
- C. place
- D. transport

ANSWER: B

164. A retailer by being available at a convenient location, he creates which type of utility?

- A. ownership
- B. time
- C. place
- D. transport

ANSWER: C

165. Which is the largest global online auction website.

- A. e-bay
- B. alibaba.com
- C. Wal-mart
- D. reliance fresh

ANSWER: A

166. What will be attached to most consumer products, turning ordinary items into smart products.

- A. Barcode
- B. electronic code
- C. RFID tags
- D. electronic tags

ANSWER: C

167. what enables the retailer to know in detail, how supplies move from distribution centre into store rooms and on to the shop floor?

- A. RFID tags.
- B. Barcode.
- C. electronic codes.
- D. electronic tags.

ANSWER: A

168. In evolution of marketing, which stage was concerned only with mass orientation?

- A. barter system
- B. production
- C. sales orientation
- D. consumer orientation

ANSWER: B

169. In which stage only products are brought forward to the market which are capable of satisfying the tastes, preferences of customers

- A. production orientation
- B. barter system
- C. sales orientation
- D. consumer orientation

ANSWER: D

170. In which stage selling activity becomes the dominant factor, without any efforts for the satisfaction of the consumer needs.

- A. production orientation
- B. barter system
- C. sales orientation
- D. consumer orientation

ANSWER: C

171. According to whom- Market includes both place and region in which buyers and sellers are in free competition with one another

- A. Pyle
- B. Kotler
- C. Drucker
- D. Clark and Clark

ANSWER: A

172. The limitations of e-marketing is.

- A. the inability to touch and feel
- B. instant cash payment
- C. to touch and feel
- D. immediate delivery

ANSWER: A

173. Selling emphasizes on

- A. product
- B. consumers
- C. markets
- D. sellers

ANSWER: D

174. What views customers as last link in the business?

- A. Marketing
- B. selling

- C. buying
- D. assembling

ANSWER: B

175. Marketing emphasizes on

- A. consumers wants
- B. sellers need
- C. manufacturers profit
- D. retailers margin

ANSWER: A

176. Distribution means

- A. assembling of goods.
- B. processing of goods.
- C. physical transfer of goods
- D. scatter of goods.

ANSWER: C

177. 4p s of marketing.

- A. product, price, preference, place.
- B. product, payment, promotion, place.
- C. product, price, promotion, publicity.
- D. product, price, promotion, place.

ANSWER: D

178. What creates images in the minds of the consumers?

- A. pricing
- B. product planning.
- C. branding.
- D. market research.

ANSWER: C

179. What is concerned with the collection and concentration of goods of the same type from different sources at a place for further movement?

- A. Assembling.
- B. Buying.
- C. Selling.
- D. Transporting

ANSWER: A

180. Product represents

- A. bundle of expectations.
- B. demand
- C. consumers need.
- D. economic activity.

ANSWER: A

181. Which type of goods are meant for final consumption by consumers and not for sale?

- A. Industrial goods.
- B. Convenience goods.
- C. Shopping goods.
- D. Consumer goods.

ANSWER: D

182. Which are those goods which consumers buy with minimum shopping effort?

- A. Consumer goods
- B. Shopping goods.
- C. Industrial goods.
- D. Convenience goods.

ANSWER: B

183. which goods are those which are used for further production of goods?

- A. Consumer goods.
- B. Convenience goods.
- C. Industrial goods.
- D. Shopping goods.

ANSWER: C

184. Goods with unique characteristics are called as

- A. Consumer goods.
- B. Industrial goods.
- C. Convenience goods.
- D. Specialty goods.

ANSWER: D

185. To US students, French marketing is

- A. domestic marketing
- B. foreign marketing
- C. comparative marketing
- D. international marketing

ANSWER: D

186. What is the set of all products lines and items that a particular seller offers for sale?

- A. Marketing mix
- B. product mix
- C. price mix.
- D. promotional mix.

ANSWER: B

187. Expansion of product mix is also called as.

- A. disinvestment.
- B. differentiation.
- C. diversification.
- D. diffusion

ANSWER: C

188. Eliminating an entire product line is termed as.

- A. elimination of product mix.
- B. expansion of product mix.
- C. positioning the product.
- D. contraction of product mix.

ANSWER: D

189. When a company adds a lower priced item to its line of prestigious products is termed as.

- A. trading up.
- B. Trading down.
- C. contraction.
- D. expansion.

ANSWER: B

190. Feature of growth stage in PLC.

- A. increase in sales and profit
- B. increase in sales and expenses.
- C. increase in sales and decrease in profit.
- D. increase in sales and promotion.

ANSWER: A

191. In saturation stage further increase in what is not possible?

- A. profit.
- B. sales.
- C. awareness.
- D. promotion.

ANSWER: B

192. In new product planning process what is the first stage?

- A. Screening.
- B. testing.
- C. Idea generation.
- D. analysis.

ANSWER: C

193. Sources of new product ideas.

- A. sales.
- B. R&D.
- C. price.
- D. promotion.

ANSWER: B

194. What is meant by critical evaluation of product ideas generated?

- A. Screening.
- B. Idea generation.
- C. Testing.
- D. Analysis.

ANSWER: A

195. What involves projection of future demand?

- A. Market analysis.
- B. Concept testing.
- C. Test marketing.
- D. commercialization.

ANSWER: C

196. Which is the final stage of product planning?

- A. Market analysis.
- B. Concept testing.
- C. Test marketing.
- D. commercialization.

ANSWER: B

197. Changing an existing product to suit the changing conditions is.

- A. Product modification.
- B. product elimination.
- C. product concentration.
- D. product addition.

ANSWER: A

198. Marketing is not needed in

- A. socialist countries
- B. communist countries
- C. less developed countries
- D. marketing is needed in all countries

ANSWER: D

199. Marketing creates \_\_\_\_\_ for goods and services.

- A. customer.
- B. demand.
- C. business.
- D. competition .

ANSWER: B

200. In the modern sense emphasis of marketing is on \_\_\_\_\_ Satisfaction.

- A. consumer.
- B. market.
- C. sales.
- D. competition.

ANSWER: A

201. the main advantage of a differentiation strategy in international markets lies in that

- A. imitators cannot reduce margins
- B. consumers in foreign markets pay less for the same product
- C. it enables brand stretching and extension
- D. the focus is taken away from price

ANSWER: B

202. Advertising creates \_\_\_\_\_ among customers

- A. awareness.
- B. clarity.
- C. confusion.
- D. belief.

ANSWER: A

203. Promotional mix includes.

- A. Advertising, personal selling and sales promotion.
- B. Advertising, awareness and sales promotion.
- C. Advertising, personal selling and publicity.
- D. Segmentation, personal selling and sales promotion.

ANSWER: A

204. Distributional activities involve decisions regarding.

- A. advertisement.
- B. channels of distribution.
- C. decision making.
- D. promotion strategies.

ANSWER: B

205. Price of a product affects its \_\_\_\_\_

- A. advertisement.
- B. demand.
- C. packing.
- D. promotion.

ANSWER: B

206. Assembly of goods means bringing goods to a \_\_\_\_\_

- A. central.
- B. market.
- C. consumer.
- D. seller's.

ANSWER: A

207. Transport involve \_\_\_\_\_ goods from their place of origin to the place of their consumption.

- A. distributing.
- B. collecting.
- C. sending.
- D. controlling.

ANSWER: A

208. Grading means \_\_\_\_\_ products into different classes.

- A. separating.
- B. different

- C. marketing
  - D. planning
- ANSWER: A

209. Risk management is an important function of.

- A. marketing.
- B. selling.
- C. planning.
- D. controlling.

ANSWER: A

210. \_\_\_\_\_ are networks that connect people within a company to each other and to the company network.

- A. Internets.
- B. Extranets.
- C. Bitstreams.
- D. WWW

ANSWER: B

211. \_\_\_\_\_ is the encompassing term that involves the use of electronic platforms - intranets, extranets and the Internet - to conduct a company's business.

- A. E-procurement.
- B. E-business.
- C. E-commerce.
- D. E-marketing

ANSWER: A

212. Which of the following is not one of the benefits of e-commerce to sellers?

- A. E-commerce can help to reduce costs.
- B. E-commerce is a powerful tool for customer relationship building.
- C. E-commerce increases the net cost per contact.
- D. E-commerce offers greater flexibility in meeting customer needs.

ANSWER: C

213. The E-commerce domain that involves business activity initiated by the consumer and targeted to businesses is known as:

- A. Business to Business (B2B).
- B. Consumer to Consumer (C2C).
- C. Business to Consumer (B2C).
- D. Consumer to Business (C2B).

ANSWER: C

214. A \_\_\_\_\_ is a B2B trading network that links a particular seller with its own trading partners.

- A. web community.
- B. bitstream.
- C. private trading network.
- D. virtual network.

ANSWER: C

215. The type of website that is designed to build customer goodwill and to supplement other sales channels rather than sell the company's products directly is known as a \_\_\_\_\_ website

- A. customer service.
- B. click-and-mortar.
- C. marketing.
- D. corporate.

ANSWER: B

216. When preparing a website, designers should ensure that the site enables user-to-user communication. This design feature is known as \_\_\_\_\_.

- A. context.
- B. commerce.
- C. community.
- D. connection.

ANSWER: A

217. When preparing a website, designers should ensure that the site makes effective use of the text, pictures and video. This design feature is known as \_\_\_\_\_.

- A. content.
- B. communication.
- C. connection.
- D. context.

ANSWER: A

218. A \_\_\_\_\_ is an online advertisement that pops up between changes on a website.

- A. border.
- B. plunge.
- C. boarder
- D. interstitial.

ANSWER: B

219. Which one of these is the best description of secondary data

- A. ordinary data
- B. existing data
- C. omnibus data
- D. ordinal data

ANSWER: B

220. Websites upon which members can congregate online and exchange views on issues of common interest are known as \_\_\_\_\_.

- A. e-marketing.
- B. web communities.
- C. web casts.
- D. virtual communities.

ANSWER: A

221. What does the following definition refer to? Achieving marketing objectives through the use of any electronic communications technology

- A. E-business
- B. E-commerce.
- C. E-marketing.
- D. Internet marketing.

ANSWER: C

222. Using the Internet for marketing research to find out customers needs and wants is an example of:

- A. promotion.
- B. satisfying customer requirements.
- C. anticipating customer requirements.
- D. identifying customer requirements.

ANSWER: D

223. Assessing the demand for digital services (the online revenue contribution) is an example of:

- A. awareness creation
- B. identifying customer requirements.
- C. satisfying customer requirements.
- D. anticipating customer requirements.

ANSWER: D

224. E-marketing is best seen as:

- A. the same as e-commerce.
- B. equivalent to e-business.
- C. broader than e-business.
- D. a subset of e-business.

ANSWER: D

225. The direct online contribution effectiveness refers to:

- A. the proportion of sales influenced by the web site.
- B. the proportion of business turnover achieved by e-commerce transactions.
- C. both the first and third answers above.
- D. the reach of audience volume of a site.

ANSWER: C

226. The stage in the product life cycle that focuses on expanding market and creating product awareness and trial is the:

- A. decline stage.
- B. introduction stage.
- C. growth stage.
- D. maturity stage.

ANSWER: A

227. Using a successful brand name to introduce additional items in a given product category under the same brand name (such as new flavors, forms, colors, added ingredients, or package sizes) is called :

- A. line extension.
- B. brand extension.
- C. multibranding.
- D. product line.

ANSWER: B

228. Marketing is an \_\_\_\_\_ found in all types of business.

- A. universal function.
- B. strategic function.
- C. economic function.
- D. managerial function.

ANSWER: A

229. Products are more identified by their \_\_\_\_\_ name.

- A. Brand.
- B. packet.
- C. advertisement.
- D. name.

ANSWER: A

230. The marketing information system(MIS) begins and ends with

- A. marketing managers
- B. marketing intelligence
- C. consumers
- D. information technology

ANSWER: C

231. Retailer provides feedback to wholesalers and \_\_\_\_\_ about consumers preference.

- A. manufacturers.
- B. consumers.
- C. retailer.
- D. agents.

ANSWER: A

232. Sales promotion includes all promotional activities other than advertising, personal selling and

- 
- A. publicity.
  - B. advertisement.
  - C. production.
  - D. coupon.

ANSWER: A

233. The object of sales promotion is to increase the buying response of ultimate \_\_\_\_\_

- A. wholesaler.
- B. consumers.
- C. retailers.
- D. manufacturers.

ANSWER: B

234. The object of sales promotion is to improve\_\_\_\_\_

- A. market share.
- B. stock.
- C. price.
- D. quality.

ANSWER: A

235. Informing buyers of new brand and new package is the\_\_\_\_\_of sales promotion.

- A. objective.
- B. method.
- C. application.
- D. quality.

ANSWER: A

236. Free samples are given to customers to introduce a new \_\_\_\_\_

- A. product.
- B. promotion.
- C. after sales service.
- D. application.

ANSWER: A

237. Coupon is a certificate that reduces the\_\_\_\_\_of the product.

- A. price.
- B. quantity.
- C. quality.
- D. pack.

ANSWER: A

238. Price-off gives a temporary\_\_\_\_\_to the consumers.

- A. discount.
- B. free sample.
- C. products.
- D. information.

ANSWER: A

239. Advertising is a \_\_\_\_\_communication.

- A. personal.
- B. non-personal.
- C. both a&b.
- D. regional.

ANSWER: B

240. Producers of garments often organize\_\_\_\_\_shows

- A. sample.
- B. charity.
- C. fashion.
- D. movie.

ANSWER: C

241. Goods are produced these days on a large scale in anticipation of \_\_\_\_\_ demand.

- A. future.
- B. post.
- C. present.
- D. more.

ANSWER: A

242. In the absence of advertisement firms cannot reach the consumers in \_\_\_\_\_

- A. large number.
- B. few number.
- C. retail.
- D. demand.

ANSWER: A

243. Salesman passes on the \_\_\_\_\_ regarding the needs and taste of the consumers to the manufactures.

- A. information.
- B. Price.
- C. goods.
- D. demand.

ANSWER: A

244. Salesman explains to the consumers by giving a \_\_\_\_\_ of how to use it.

- A. demonstrations.
- B. products.
- C. price.
- D. promotion.

ANSWER: A

245. If a company's objective were to reach masses of buyers that were geographically dispersed at a low cost per exposure, the company would likely choose which of the following promotion forms?

- A. Advertising.
- B. Personal selling.
- C. Public relations.
- D. Sales promotion.

ANSWER: A

246. A set of interdependent organizations involved in the process of making a product or service available for use or consumption by the consumer or business user is called a(n):

- A. retailer.
- B. wholesaler.
- C. distribution channel.
- D. logistics.

ANSWER: C

247. From the point of view of marketing, an organization that enjoys competitive advantage in an industry has done so by:

- A. charging lower prices than competitors.
- B. constantly enlarging its marketing activities.
- C. focusing on long term profit.
- D. creating superior value for customers.

ANSWER: D

248. When a company reviews sales, costs, and profit projections for a new product to find out whether these factors satisfy the company's objectives, they are in which of the following new process development stages?

- A. Concept development and testing.
- B. Commercialization.
- C. Business analysis.
- D. Marketing strategy development.

ANSWER: C

249. The techniques of sales promotions are \_\_\_\_\_

- A. free samples
- B. free offers
- C. merchandising
- D. all the above

ANSWER: D

250. A \_\_\_\_\_ is a trade of value between two or more parties.

- A. Transaction
- B. Exchange
- C. Transfer
- D. Prospecting

ANSWER: A

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