



Dr.G.R.Damodaran College of Science

(Autonomous, affiliated to the Bharathiar University, recognized by the UGC) Re-
accredited at the 'A' Grade Level by the NAAC and ISO 9001:2008 Certified
CRISL rated 'A' (TN) for MBA and MIB Programmes

II- B.COM [2016-2019]

SEMESTER-III

SKILL BASED SUBJECT: MARKETING-302E

Multiple Choice Questions.

1. Products possess special attraction to the consumers

- A. Shopping goods
- B. Speciality goods.
- C. Convenience goods
- D. Accessories

ANSWER: B

2. A place for buying and selling activities is called _____.

- A. market.
- B. marketing.
- C. Market research.
- D. market information.

ANSWER: A

3. The words used to convey the advertisement idea is _____.

- A. advertisement.
- B. advertisement Research.
- C. advertisement copy.
- D. advertisement budget.

ANSWER: C

4. Advertisement promotes _____.

- A. purchases.
- B. production.
- C. sales.
- D. price.

ANSWER: C

5. Agricultural products are _____.

- A. perishable.
- B. highly priced.
- C. low quality products.
- D. heterogeneous goods.

ANSWER: D

6. The social aspect of marketing is to ensure _____.

- A. price.
- B. demand.
- C. low price with high quality.
- D. service goods.

ANSWER: C

7. _____ is a process by which a product is branded.

- A. Brand.
- B. Branding.
- C. Packaging.
- D. Pricing.

ANSWER: B

8. Facilities for sale and purchase of agricultural products are available in _____.

- A. commodity exchange.
- B. regulated market
- C. stock exchange.
- D. unregulated market.

ANSWER: B

9. Fixing a high price for a new product will be called as _____.

- A. price skimming.
- B. price segmentation.
- C. dual pricing.
- D. customary pricing.

ANSWER: A

10. Marketing research is concerned with _____.

- A. anticipation of production.
- B. supply position.
- C. financial problems.
- D. solution to specific problems of marketing.

ANSWER: D

11. Brand loyalty refers to product _____.

- A. identification.
- B. recognition.
- C. preference.
- D. insistence

ANSWER: D

12. Middlemen will increase the _____.

- A. price of the product.
- B. quality of the product.
- C. profit of the product.
- D. time and place utility of the product.

ANSWER: D

13. Sales management deals with _____.

- A. sales.
- B. product.
- C. profit.
- D. market.

ANSWER: D

14. The process of subdividing total markets into several sub market is _____.

- A. market fluctuations.
- B. market positioning.
- C. market segmentation.

D. market penetration.
ANSWER: C

15. Mercatus means _____.
A. buying.
B. to sell.
C. to assemble.
D. to trade.
ANSWER: D

16. The design implementation and control of programmes seeking to increase the acceptability of social idea is called _____
A. E- marketing
B. Competitive market
C. social market
D. Monopoly market
ANSWER: C

17. _____ is an element of buying.
A. financing.
B. assembling.
C. Risk bearing.
D. customer services.
ANSWER: B

18. Sales promotion tool includes _____.
A. Appeals.
B. Coupons.
C. vertical marketing.
D. price.
ANSWER: B

19. Standardization includes _____.
A. estimating demand
B. locating sources of supply
C. grading
D. product line.
ANSWER: C

20. The prime object of marketing is _____.
A. profit.
B. service.
C. sales.
D. consumer satisfaction.
ANSWER: D

21. Markets are created by _____.
A. nature.
B. economic force.
C. business men.
D. product.
ANSWER: B

22. Consumer purchasing power is determinate by _____.

- A. salary.
- B. disposable income.
- C. total income.
- D. price.

ANSWER: B

23. A group of products that are closely related called _____.

- A. product Mix.
- B. product line.
- C. product items.
- D. product diversification.

ANSWER: B

24. Price and competition is increasingly servers in _____.

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

ANSWER: B

25. Identify the one which is demand based pricing _____

- A. target pricing.
- B. mark up pricing.
- C. marginal pricing.
- D. skimming pricing.

ANSWER: B

26. The main aim of regulated markets is _____.

- A. eliminate the middle man.
- B. to earn more profit.
- C. increase the sales.
- D. avoid distribution cost.

ANSWER: A

27. Identify the one which comes under service marketing _____.

- A. insurance.
- B. motor cars.
- C. refrigerators.
- D. television.

ANSWER: A

28. Agmark standardization is given to _____ .

- A. industrial goods.
- B. agricultural goods.
- C. imported goods.
- D. consumer goods.

ANSWER: B

29. Marketing begins and end with _____.

- A. consumer.
- B. transport.
- C. price.
- D. product

ANSWER: A

30. _____ is the first step in marketing.

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

ANSWER: A

31. Transportation creates _____ utility

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

ANSWER: B

32. Warehouse creates _____ utility.

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

ANSWER: B

33. Trading up is the act of _____ high priced prestigious products to existing product line.

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

ANSWER: A

34. Selling is an act of _____

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

ANSWER: C

35. Price is a _____ term.

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

ANSWER: A

36. _____ 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

37. _____ creates a particular image in the minds of consumer.

- A. Branding
- B. Personal selling
- C. Grading

D. product planning
ANSWER: A

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

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

ANSWER: A

39. Anything which possess utility is _____.

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

ANSWER: A

40. _____ 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

41. _____ is a group of products that are closely related.

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

ANSWER: A

42. _____ may be defined as the exchange of goods or services in terms of money.

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

ANSWER: A

43. _____ 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

44. _____ 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

45. _____ 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

46. _____ creates a non personal stimulation of demand in advertising.

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

ANSWER: A

47. _____ and other forms of promotion are supported by advertisement.

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

ANSWER: A

48. _____ are published according to the taste or liking of the public.

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

ANSWER: A

49. _____ influences the buyer to buy a product.

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

ANSWER: C

50. 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

51. _____ is concerned with the collection and concentration of goods of the same type from different sources.

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

ANSWER: D

52. _____ is a wide term which includes advertising, sales and personal selling.

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

ANSWER: C

53. The programmes to increase the sales through exhibition, displays, advertising etc is called

- A. Sales Promotion
- B. Branding
- C. Market research
- D. Distribution

ANSWER: A

54. _____ 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

55. _____ system existed in the initial stage of marketing.

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

ANSWER: B

56. In _____ market, goods are exchanged and the physical delivery of goods takes immediately.

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

ANSWER: B

57. In _____ Market, there are large number of buyers and sellers meet.

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

ANSWER: B

58. _____ is all psychological, social and physical behavior of potential consumer.

- A. Consumer behavior.
- B. Seller behavior.
- C. Manufacturer behavior.
- D. Household behavior.

ANSWER: A

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

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

ANSWER: A

60. Customers expect a particular price to be charged for certain product is called--

- A. Psychological pricing

- B. Customary Pricing
- C. Monopoly pricing
- D. Penetration pricing

ANSWER: B

61. Motives refers to strong _____.

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

ANSWER: B

62. Buying decision of a customer depends on his_____.

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

ANSWER: C

63. A satisfied buyer is a silent_____.

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

ANSWER: A

64. A consumer chooses an alternative which gives maximum_____.

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

ANSWER: D

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

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

ANSWER: A

66. The external factors of consumer behavior are also called as _____.

- A. environmental factors.
- B. consumer behavior factors.
- C. product factors.
- D. specific factors.

ANSWER: A

67. Economics explains that consumer behavior in relation to _____ factors.

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

ANSWER: A

68. A collection of individuals which influences individuals opinion are called as _____.

- A. advertising agency.
- B. reference groups.
- C. manufacturers.
- D. friends.

ANSWER: B

69. _____ carry their goods on their heads.

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

ANSWER: B

70. _____ open their shops on market days.

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

ANSWER: A

71. Service of retailer _____.

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

ANSWER: D

72. An Example of agent middle man _____.

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

ANSWER: A

73. An example of merchant middlemen _____.

- A. Commission agent.
- B. wholesaler.
- C. resident buyers.
- D. factors.

ANSWER: B

74. The wholesaler who dont provide credit and transport facility are called as _____.

- A. cash and carry wholesaler
- B. limited function wholesaler.
- C. mail order wholesaler.
- D. full service wholesaler

ANSWER: A

75. An example of large scale retailers _____.

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

ANSWER: A

76. Super markets is an example of _____.

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

ANSWER: D

77. _____ and _____ Are the criteria for market segmentation.

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

ANSWER: A

78. The purpose of segmentation is to _____ the changing pattern of consumers.

- A. measure.
- B. access.
- C. identify.
- D. usage rate.

ANSWER: A

79. A clearly defined segment must _____ to the changes in any of the elements of marketing mix.

- A. identify.
- B. respond.
- C. access.
- D. use.

ANSWER: A

80. In _____ the whole market is divided into different geographic units.

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

ANSWER: B

81. 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

82. 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

83. Consumers who buy one brand all the time _____.

- A. hard core loyals

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

ANSWER: A

84. Consumers who show no loyalty to any brand _____.

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

ANSWER: D

85. Increasing competition in ____ markets make _____ markets attractive.

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

ANSWER: A

86. The _____ level of urban consumers is high and hence product features have to be changed often.

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

ANSWER: B

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

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

ANSWER: A

88. Reasons for growing rural markets are _____.

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

ANSWER: A

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

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

ANSWER: D

90. Green Marketing _____.

- 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

91. _____ 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

92. 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

93. _____ is a related with the division of commodities into distinct groups.

- A. Grading
- B. Pooling
- C. Storing
- D. standardisation

ANSWER: D

94. 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

95. _____ 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

96. Discount is allowed in the form of deductions from the list price is called

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

ANSWER: A

97. 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

98. Social Marketing is primarily concerned with _____.

- A. changing culture.
- B. changing the status quo.
- C. motivating volunteers.
- D. influencing behavior.

ANSWER: A

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

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

ANSWER: B

100. 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

101. 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

102. _____ to retains the title to goods till the retailers sell them off.

- A. Carry wholesaler
- B. Truck jobbers
- C. Rack Jobber
- D. Mail order wholesaler

ANSWER: C

103. The increased _____ has enhanced rural demand for several products.

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

ANSWER: C

104. Product specifications like design, price and durability should be in accordance with the needs of _____ masses.

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

ANSWER: A

105. When a product is sold _____ utility is created.

- A. time.
- B. ownership.

- C. place.
 - D. transport.
- ANSWER: B

106. A retailer creates _____ utility by keeping the store open when the consumers prefer to shop.

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

ANSWER: B

107. A retailer by being available at a convenient location, he creates _____ utility

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

ANSWER: C

108. In evolution of marketing _____ stage was concerned only with mass production of goods.

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

ANSWER: A

109. The limitations of e-marketing is _____.

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

ANSWER: B

110. Selling emphasizes on _____ .

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

ANSWER: D

111. _____ views customers as last link in the business.

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

ANSWER: A

112. Marketing emphasizes on _____.

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

ANSWER: B

113. Factors influencing marketing concepts _____.

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

ANSWER: A

114. 4p,s of marketing _____

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

ANSWER: C

115. _____ creates images in the minds of the consumers.

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

ANSWER: B

116. _____ 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

117. _____ goods are meant for final consumption by consumers and not for sale.

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

ANSWER: A

118. _____ goods are those which are used for further production of goods.

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

ANSWER: B

119. _____ are those goods which consumers buy with minimum shopping effort

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

ANSWER: D

120. Goods with unique characteristics are called as _____.

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

ANSWER: D

121. _____ are purchased by the consumer only after careful comparison.

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

ANSWER: A

122. _____ is the set of all products lines and items that a particular seller offers for sale.

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

ANSWER: A

123. Eliminating an entire product line is termed as _____.

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

ANSWER: C

124. In saturation stage further increase in _____ is not possible.

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

ANSWER: A

125. In new product planning process _____ is the first stage.

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

ANSWER: D

126. Changing an existing product to suit the changing conditions _____.

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

ANSWER: D

127. Marketing creates _____ for goods and services.

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

ANSWER: B

128. In the modern sense emphasis of marketing is on _____ satisfaction .

- A. consumer.
- B. market.

- C. sales.
- D. competition.

ANSWER: A

129. Marketing starts with identification of _____ needs.

- A. goods.
- B. seller
- C. manufacturer.
- D. consumer.

ANSWER: D

130. Advertising creates _____ among customers.

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

ANSWER: B

131. Promotional mix includes _____.

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

ANSWER: C

132. Price of a product affects its _____.

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

ANSWER: B

133. Grading means _____ products into different classes.

- A. different.
- B. marketing.
- C. planning.
- D. separating.

ANSWER: D

134. The product planning function is also called-----

- A. Merchandising function
- B. Distribution function
- C. Storage function
- D. management function

ANSWER: A

135. 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

136. The Searching out and communicating with perspective buyers is called

- A. Conduct
- B. Contact
- C. Research
- D. Connection.

ANSWER: B

137. The advertisement must be genuine and accurate creates ----- values

- A. Conviction value
- B. Attention value
- C. Instinctive value
- D. Educative value

ANSWER: A

138. _____ is an online advertisement that pops up between changes on a website

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

ANSWER: B

139. 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

140. The combination features of a supermarket and a general merchandise store is-----

- A. Hyper market
- B. E-market
- C. Share market
- D. Co-operative market

ANSWER: A

141. 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

142. 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

143. 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: A

144. Marketing is an _____ found in all types of business.

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

ANSWER: A

145. Plastic jars are now-a-days quiet popular for _____.

- A. bundling.
- B. packing.
- C. collecting.
- D. assembling.

ANSWER: B

146. Retailer provides feedback to wholesalers and _____ about consumers preference.

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

ANSWER: A

147. The object of sales promotion is to increase the buying response of ultimate _____.

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

ANSWER: B

148. Informing buyers of new brand and new package is the _____ of sales promotion.

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

ANSWER: A

149. Free samples are given to customers to introduce a new _____.

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

ANSWER: D

150. Salesman explains to the consumers by giving a _____ of how to use it.

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

ANSWER: A

Staff Name
Senthilkumar.L.