



Dr.G.R.Damodaran College of Science
(Autonomous, affiliated to the Bharathiar University, recognized by the
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Semester-III

Core:Marketing Management - 303A

Multiple Choice Questions.

1. Modern marketing is _____.

- A. Price oriented
- B. Product oriented
- C. Consumer oriented
- D. Profit oriented

ANSWER: C

2. Marketing utility consists of _____.

- A. price.
- B. place, price.
- C. product, place, price and profit .
- D. Price, place, promotion and product.

ANSWER: D

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

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

ANSWER: A

4. The exchange value of a good/ service in terms of money is_____.

- A. price.
- B. product.
- C. buying.
- D. selling.

ANSWER: A

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

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

ANSWER: C

6. Advertisement promotes_____.

- A. purchases.

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

ANSWER: C

7. The social aspect of marketing is to ensure_____.

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

ANSWER: C

8. Creating product awareness and trial is the marketing objective in the _____ stage.

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

ANSWER: B

9. The main principle of cooperative marketing is _____.

- A. more profit .
- B. increased production.
- C. normal profit with service .
- D. low price.

ANSWER: C

10. 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

11. _____ is a part of the product, which carries verbal information about the product.

- A. Label.
- B. Price.
- C. Product.
- D. Bill.

ANSWER: A

12. Market segmentation is_____.

- A. Dividing.
- B. targeting .
- C. positioning .
- D. differentiation .

ANSWER: A

13. 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

14. Brand loyalty refers to product_____.

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

ANSWER: D

15. Name/ Term/ symbol/ design etc used to identify the goods is _____.

- A. brand .
- B. branding .
- C. trade mark.
- D. trade name.

ANSWER: A

16. Pricing based on area is called as_____.

- A. domestic pricing .
- B. geographical pricing.
- C. skimming pricing.
- D. cost plus pricing.

ANSWER: B

17. Sales management deals with _____.

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

ANSWER: D

18. The behaviour exhibited by people in the course of purchasing is_____.

- A. seller behaviour.
- B. consumer behaviour.
- C. government behaviour.
- D. purchase behaviour.

ANSWER: B

19. 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

20. Mercatus means_____.

- A. buying.
- B. to sell.
- C. to assemble.
- D. to trade.

ANSWER: D

21. Number of items and brands in the line decide the _____.

- A. length of the product line
- B. depth of the product line
- C. width of the product mix
- D. size of the product mix

ANSWER: A

22. The art of selling the same article at different prices to different buyers is _____.

- A. location pricing
- B. psychological pricing
- C. prestige pricing
- D. discriminatory pricing

ANSWER: D

23. _____ is an element of buying.

- A. financing.
- B. Assembling.
- C. Risk bearing.
- D. customer services.

ANSWER: B

24. An advertisement copy must have _____.

- A. Description.
- B. Narration.
- C. Exposition.
- D. Report .

ANSWER: A

25. Sales promotion tool includes _____.

- A. appeals.
- B. coupons.
- C. vertical marketing.
- D. price.

ANSWER: B

26. Standardization includes _____

- A. estimating demand .
- B. locating sources of supply.
- C. grading.
- D. product line.

ANSWER: C

27. The middlemen who do not take any title to goods ____

- A. retailer .
- B. wholesaler.
- C. agent.
- D. commission houses.

ANSWER: C

28. The prime object of marketing is _____.

- A. profit .
- B. service.
- C. sales.
- D. consumer satisfaction.

ANSWER: D

29. Markets are created by _____.

- A. nature.
- B. economic force.
- C. business men.
- D. product.

ANSWER: B

30. Consumer purchasing power is determinate by _____.

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

ANSWER: B

31. A group of products that are closely related called as _____.

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

ANSWER: B

32. Price and competition is increasingly serves in _____.

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

ANSWER: B

33. The main aim of regulated markets is to _____.

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

ANSWER: A

34. Sound marketing of a product is depended upon_____.

- A. good product.
- B. better prices.
- C. consumer .
- D. proper distribution.

ANSWER: C

35. Identify the one which comes under service marketing_____.

- A. insurance.
- B. motor cars.

- C. Refrigerators.
- D. Television.

ANSWER: A

36. Agmark standardization is given to_____.

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

ANSWER: B

37. Zero level channel of distribution is also called as_____.

- A. direct marketing.
- B. multilevel marketing.
- C. two level marketing.
- D. micro level marketing.

ANSWER: A

38. Product mix is the set of all product_____.

- A. lines and items.
- B. Lines.
- C. Items.
- D. Width.

ANSWER: A

39. Marketing begins and end with_____.

- A. Consumer.
- B. Transport.
- C. Price.
- D. Product.

ANSWER: A

40. _____ is the first step in marketing.

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

ANSWER: A

41. Transportation creates _____ utility.

- A. Time.
- B. Place.
- C. Form.
- D. Storage.

ANSWER: B

42. Warehouse creates _____ utility.

- A. Place.
- B. Time.
- C. Form.
- D. Storage.

ANSWER: B

43. The degree to which the innovation matches the values and experiences of the individuals is _____.

- A. compatibility
- B. communicability
- C. divisibility
- D. complexity

ANSWER: A

44. Brand is a means of _____.

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

ANSWER: B

45. Selling is an act of _____ .

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

ANSWER: C

46. Price is a/an _____ term.

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

ANSWER: A

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

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

ANSWER: A

48. The second element to effect the volume of sales is _____.

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

ANSWER: A

49. Anything which possess utility is _____.

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

ANSWER: A

50. _____ goods are meant for final consumption.

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

ANSWER: A

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

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

ANSWER: A

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

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

ANSWER: A

53. _____ is allowed in the form of deductions from the list price.

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

ANSWER: C

54. _____ is price at which a retailer sells the products to his buyers.

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

ANSWER: D

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

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

ANSWER: B

56. _____ gives a chances to the consumers to compare the products with their substitutes.

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

ANSWER: A

57. _____ is a mass communication of information intended to persuade buyers as to maximize

profits.

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

ANSWER: D

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

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

ANSWER: A

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

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

ANSWER: D

60. _____ are in the form of a small book.

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

ANSWER: A

61. _____ influences the buyer to buy a product.

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

ANSWER: D

62. 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

63. _____ includes the storage and protection of goods.

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

ANSWER: A

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

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

ANSWER: D

65. _____ brings about the change in the ownership of products.

- A. MIS.
- B. Promotion.
- C. Storing.
- D. Exchange.

ANSWER: D

66. _____ is the most fundamental aspect for any merchandise transactions.

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

ANSWER: A

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

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

ANSWER: B

68. _____ type of markets deals with purchase or sale of gold.

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

ANSWER: A

69. In ____ Market, there are large number of buyers and sellers meet.

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

ANSWER: B

70. 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

71. Motives refers to strong_____.

- A. needs.
- B. emotions.

- C. purchase power.
- D. behavior.

ANSWER: B

72. Buying decision of a customer depends on his _____.

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

ANSWER: B

73. A satisfied buyer is a silent _____.

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

ANSWER: A

74. A consumer chooses an alternative which gives maximum _____.

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

ANSWER: A

75. The buying process begins when a person has _____.

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

ANSWER: A

76. 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

77. "Band aid" is a/an _____.

- A. coined name
- B. arbitrary name
- C. suggestive name
- D. descriptive name

ANSWER: C

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

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

ANSWER: A

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

ANSWER: A

80. _____ carry their goods on their heads
- A. Pedlars.
 - B. Hawkers.
 - C. Cheap jacks.
 - D. Street traders.

ANSWER: A

81. _____ open their shops on market days.
- A. Market traders.
 - B. Street traders.
 - C. Cheap jacks.
 - D. Hawkers.

ANSWER: A

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

ANSWER: D

83. An Example of agent middle man _____.
- A. retailer.
 - B. wholesaler.
 - C. broker.
 - D. truck jobbers.

ANSWER: C

84. An example of merchant middlemen _____.
- A. commission agent.
 - B. wholesaler.
 - C. resident buyers.
 - D. factors.

ANSWER: B

85. Services rendered by wholesaler to manufacturer is _____
- A. acting as an intermediary.
 - B. advice to retailer.
 - C. facilitating small purchase.
 - D. to keep varieties of goods.

ANSWER: A

86. An example of large scale retailers _____.

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

ANSWER: A

87. which one of the following is not a form of brand?

- A. name
- B. colour
- C. music
- D. distribution

ANSWER: D

88. _____ and _____ are the criteria for market segmentation.

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

ANSWER: A

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

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

ANSWER: C

90. Benefits of segmentation _____.

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

ANSWER: C

91. Consumers who buy one brand all the time is _____.

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

ANSWER: C

92. Consumers who are loyal to two or three brands is _____.

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

ANSWER: B

93. Consumers who shift from one brand to another is _____.

- A. hard core loyals.

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

ANSWER: C

94. Consumers who show no loyalty to any brand.

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

ANSWER: D

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

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

ANSWER: A

96. _____ marketing is identifying and serving the needs of consumers living in villages.

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

ANSWER: B

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

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

ANSWER: D

98. Reasons for growing rural markets are_____.

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

ANSWER: C

99. "Glucose biscuit" is a/an _____ name.

- A. coined
- B. arbitrary
- C. suggestive
- D. descriptive

ANSWER: D

100. Social Marketing is primarily concerned with _____.

- A. Changing culture.

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

ANSWER: A

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

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

ANSWER: B

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

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

ANSWER: A

103. Marketing communication in the rural area has to be in _____.

- A. local language.
- B. press media.
- C. national language.
- D. out door media.

ANSWER: A

104. _____ is where goods are sold directly to consumers.

- A. Pricing decisions.
- B. e- commerce.
- C. Retail marketing.
- D. Product strategy.

ANSWER: B

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

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

ANSWER: B

106. _____ is the largest global online auction website.

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

ANSWER: B

107. The limitations of e-marketing is _____.

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

D. immediate delivery.

ANSWER: A

108. Selling emphasizes on _____.

- A. Product.
- B. Markets.
- C. Consumers.
- D. Sellers.

ANSWER: D

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

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

ANSWER: A

110. Marketing emphasizes on _____.

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

ANSWER: A

111. Distribution means _____.

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

ANSWER: A

112. Factors influencing marketing concepts _____.

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

ANSWER: A

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

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

ANSWER: A

114. Product represents _____.

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

ANSWER: A

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

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

ANSWER: D

116. Goods with unique characteristics are called as _____.

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

ANSWER: D

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

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

ANSWER: D

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

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

ANSWER: D

119. Expansion of product mix is also called as_____.

- A. diversification.
- B. Disinvestment.
- C. Differentiation.
- D. Diffusion.

ANSWER: A

120. Eliminating an entire product line is termed as_____.

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

ANSWER: A

121. Feature of growth stage in PLC_____.

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

ANSWER: C

122. In saturation stage further increase in _____is not possible.

- A. sales.
- B. Profit.
- C. Awareness.
- D. Promotion.

ANSWER: A

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

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

ANSWER: B

124. _____ means critical evaluation of product ideas generated.

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

ANSWER: A

125. _____ involve projection of future demand.

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

ANSWER: C

126. _____ is the final stage of product planning.

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

ANSWER: B

127. The right to use a technical invention is _____.

- A. copy right
- B. patents
- C. trade mark
- D. brand mark

ANSWER: B

128. Marketing creates _____ for goods and services.

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

ANSWER: B

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

- A. Competition.
- B. Sales.

- C. Market
- D. Consumer.

ANSWER: D

130. Marketing starts with identification of _____ needs.

- A. Consumer.
- B. Goods.
- C. Seller.
- D. Manufacturer.

ANSWER: A

131. Advertising creates _____ among customers.

- A. Belief.
- B. Confusion.
- C. Clarity.
- D. Awareness.

ANSWER: D

132. Distributional activities involve decisions regarding_____.

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

ANSWER: B

133. Price of a product affects its _____.

- A. Advertisement.
- B. Demand.
- C. Packing.
- D. Promotion.

ANSWER: B

134. Assembly of goods means bringing goods to a _____ place.

- A. Central.
- B. Market.
- C. Consumer
- D. seller

ANSWER: A

135. Grading means _____ products into different classes.

- A. Planning.
- B. Marketing.
- C. Different.
- D. Separating.

ANSWER: D

136. The process of introducing higher quality products by a manufacturer, whose low quality products are famous, is termed as _____.

- A. trading up
- B. trading down
- C. brand extension

D. line extension

ANSWER: A

137. _____ 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

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

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

ANSWER: B

139. _____ marketing is the Internet version of word-of-mouth marketing.

- A. Virtual.
- B. Virile.
- C. Visceral.
- D. Viral.

ANSWER: D

140. 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

141. Marketing is a/an _____ found in all types of business.

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

ANSWER: A

142. Products are more identified by their _____ name.

- A. Brand.
- B. Packet.
- C. Advertisement.
- D. Name.

ANSWER: A

143. Plastic jars are now-a-days quiet popular for_____.

- A. Bundling.
- B. Packing.
- C. Collecting.
- D. Assembling.

ANSWER: B

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

- A. Wholesaler.
- B. Consumers.
- C. Retailers.
- D. Manufacturers.

ANSWER: B

145. The object of sales promotion is to improve _____.

- A. market share.
- B. Stock.
- C. Price.
- D. Quality.

ANSWER: A

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

- A. Product.
- B. Promotion.
- C. after sales service.
- D. Application.

ANSWER: A

147. Coupon is a certificate that reduces the _____ of the product.

- A. Price.
- B. Quantity.
- C. Quality.
- D. Pack.

ANSWER: A

148. Price-off gives a temporary _____ to the consumers.

- A. Information.
- B. Products.
- C. free sample.
- D. Discount.

ANSWER: D

149. Advertising is a _____ communication.

- A. Personal.
- B. non-personal.
- C. both 1)&2).
- D. Regional.

ANSWER: B

150. In the absence of advertisement firms cannot reach the consumers in _____.

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

ANSWER: A

Staff Name
Sitrarasu S .