



## 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

I B.COM IB [2016-2019]  
SEMESTER III

PRINCIPLES OF INTERNATIONAL MARKETING MANAGEMENT-317A  
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. Selling the same product at different prices is known as \_\_\_\_\_.  
A. price lining  
B. dual pricing.  
C. geographical pricing  
D. monopoly pricing.

ANSWER: B

6. ----- is the buying behavior of final consumers. offered for sale that are essentially intangible and do not result in the ownership of anything  
A. Global purchasing  
B. Business buying Behaviour.  
C. Reseller buyer behaviour.

D. Consumer buyer behaviour

ANSWER: D

7. Distinct characteristic of services is

- A. Inseparability
- B. Variability
- C. Perishability
- D. Intangibility

ANSWER: D

8. All of the following factors would be listed as social factors that influence consumer behaviour EXCEPT.

- A. Roles and status.
- B. reference groups.
- C. Family.
- D. Occupation.

ANSWER: D

9. Which of the following would correctly be labelled as a cultural factor that would influence consumer behaviour? \_\_\_\_\_

- A. Reference groups.
- B. Social class.
- C. Lifestyle.
- D. Family.

ANSWER: D

10. Which of the following would be the BEST description of the major AIO dimensions that describes a person's pattern of living?

- A. Activities, Interests, and Opinions.
- B. Attitudes, Income, and Observations.
- C. Attitudes, Interests, and Opinions.
- D. Activities, Innovation, and Occasions.

ANSWER: A

11. \_\_\_\_\_ is a tool for simultaneously depicting the service process, the points of customer contact and the evidence of service from the customers point of view

- A. Front of planning
- B. Service blueprinting
- C. Service standardization
- D. None of these

ANSWER: B

12. 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

13. -----is a part of the product, which carries verbal information about the product.

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

ANSWER: A

14. Segmentation enables the social marketers of non profit organisations to target.

- A. Rich people.
- B. Poor people.
- C. Middle class People.
- D. None of the above.

ANSWER: B

15. We are what we have would be associated with which of the following concepts?

- A. Personality.
- B. A persons self-concept.
- C. Attitudes.
- D. Beliefs.

ANSWER: C

16. \_\_\_\_\_ results because no two customers are precisely alike, each will have unique demands or experience the service in a unique way

- A. Homogeneity
- B. Disharmony
- C. Heterogeneity
- D. Tangibility

ANSWER: C

17. Another term for a motive (especially after it has become activated or directed) is a.

- A. Action.
- B. Drive.
- C. Need.
- D. Cue

ANSWER: B

18. Corporations that focus on these three strategies are more profitable

- A. Return on investment, revenue generation and service quality
- B. Customer satisfaction, market research and service quality
- C. Customer satisfaction, revenue generation and service quality
- D. Customer satisfaction, revenue generation and market demands

ANSWER: C

19. All businesses and organizations that operate on the Internet are essentially providing what?

- A. Information
- B. Services
- C. Ability to shop on-line
- D. Visual cues for their products

ANSWER: B

20. 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

21. The stage in the adoption process where the consumer considers whether trying the new product makes sense is called.

- A. Trial.

- B. Evaluation
- C. Adoption.
- D. Interest.

ANSWER: B

22. With respect to product characteristics that impact the rate of adoption of a product, \_\_\_\_\_ is the degree to which the innovation is difficult to understand or use.

- A. Complexity.
- B. Divisibility.
- C. Relative advantage
- D. Compatibility

ANSWER: A

23. The marketing services agencies includes

- A. Marketing consulting firms
- B. Media firms
- C. Marketing research firms
- D. All of above

ANSWER: D

24. Pricing based on area is called as \_\_\_\_\_.

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

ANSWER: B

25. 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

26. Service marketers consider which of the following?

- A. People, Products Process
- B. People/Participants,Physical evidence, Placement
- C. People/Participants, Physical evidence, Process
- D. Participants, Physical evidence, Products

ANSWER: C

27. 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

28. Members of the same social class show \_\_\_\_\_ Lifestyles.

- A. Different.
- B. Happy.
- C. Similar.
- D. Normal.

ANSWER: C

29. Which of the following is NOT a state in the Product Life Cycle?

- A. Cash cow stage
- B. Introduction stage
- C. Growth stage
- D. Decline stage

ANSWER: A

30. Which element of the International Marketing Mix describes issues surrounding the logistics function in International marketing?

- A. Promotion
- B. Product
- C. Price
- D. Place

ANSWER: D

31. When advertising is reached to the residential place of the people its called \_\_\_\_\_.

- A. promotional advertising
- B. outdoor advertising
- C. indoor advertising
- D. direct advertising.

ANSWER: C

32. Which one of the following international market entry methods has maximum risk but maximum potential reward?

- A. Foreign Direct Investment
- B. Indirect exporting
- C. Alliances
- D. Direct exporting

ANSWER: A

33. An advertisement copy must have \_\_\_\_\_.

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

ANSWER: A

34. Consumer protection act was passed in the year.

- A. 1948
- B. 1986
- C. 1968
- D. 1975

ANSWER: B

35. Service marketing is important

- A. in service sector only
- B. in business enterprise only
- C. in service sector as well as business sector
- D. in manufacturing operations only

ANSWER: C

36. Finance, banking etc., are called ----- services

- A. Personal

- B. Business
- C. Social
- D. Public Administration

ANSWER: B

37. Education, Government etc., are called ----- services

- A. Business
- B. Social
- C. Personal
- D. Public Administration

ANSWER: D

38. Repeat purchase is closely related to the concept of.

- A. Brand image
- B. Brand loyalty.
- C. Brand culture
- D. Brand equity.

ANSWER: B

39. Professional services are characterized by

- A. Advisory and problem solving
- B. Provision of tangible goods
- C. Tangible goods and provision of service
- D. Provision of intangible goods

ANSWER: A

40. Where the user pays for each specific service provided it is called

- A. Discrete transaction
- B. Continuous delivery of service
- C. Customization
- D. True relationship

ANSWER: A

41. Inseparability of services results in

- A. the customers being co-producers of the service
- B. service perishability
- C. unpredictability of demand
- D. reduction in perceived risks

ANSWER: A

42. It is a method in which various products are combined at the same price

- A. Promotional pricing
- B. Product bundle pricing
- C. Captive product pricing
- D. Optional product pricing

ANSWER: B

43. When the performance of the product matches the expectations of the consumer then it is.

- A. Neutral feeling.
- B. Positive confirmation.
- C. Positive confirmation.
- D. None of the above

ANSWER: B

44. People such as receptionists and switchboard personnel who plays a vital role in services marketing are called

- A. modifiers
- B. contractors
- C. influencers
- D. isolaters

ANSWER: A

45. What are not considered as social influences of behaviour?

- A. Reference groups.
- B. Roles.
- C. Family groups.
- D. Products.

ANSWER: D

46. Introduction of a new service at low price

- A. skimming pricing
- B. penetration pricing
- C. premium pricing
- D. price lining

ANSWER: B

47. Relationship marketing is

- A. transaction oriented
- B. developing long-term customer relationship
- C. profit oriented
- D. seeking an immediate sale

ANSWER: B

48. 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

49. The dark side of consumer behaviour includes all of the following EXCEPT:

- A. Consumed consumer
- B. Extremist exchanges.
- C. surrogate motherhood.
- D. compulsive consumption.

ANSWER: B

50. Which of the following recommends the use of services it has experienced in a pleasant way

- A. referral market
- B. potential market
- C. internal market
- D. supplier market

ANSWER: A

51. The strategy that suggests that customer loyalty can be encouraged through intimate knowledge of customers is known as

- A. financial bond
- B. social bond

- C. customization bonds
- D. structural bonds

ANSWER: C

52. By comparison to consumer decision processes, business to business purchases are often based upon:
- A. Overt formal specification of requirements.
  - B. Large one-off orders.
  - C. Large one-off orders.
  - D. Social and cultural criteria.

ANSWER: C

53. Transaction marketing focuses on
- A. customer retention
  - B. high customer service emphasis
  - C. high customer
  - D. short time sale

ANSWER: D

54. Customer retention gives free advertising through
- A. customer advice
  - B. word of mouth
  - C. customer satisfaction
  - D. customer service

ANSWER: B

55. Internal marketing describes the programmes that instil and maintain a strong service mentality in the mindset of -----
- A. consumers
  - B. producers
  - C. employees
  - D. non of the above

ANSWER: C

56. Users forming a habit and availing the services regularly known as
- A. habitual users
  - B. occassional users
  - C. actual users
  - D. potential users

ANSWER: A

57. Safe custody is found in
- A. insurance service
  - B. transport service
  - C. hospital service
  - D. banking service

ANSWER: D

58. Investment counselling is
- A. a deposit
  - B. international banking
  - C. project counselling
  - D. a consultancy service

ANSWER: D



59. ----- creates a particular image in the minds of consumer

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

ANSWER: A

60. Which one of the following is a "line service" in hospital marketing?

- A. Intensive care
- B. Dietary
- C. Radiology
- D. Registration

ANSWER: A

61. Anything which possess utility is

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

ANSWER: A

62. A direct agreement between an importing country's government and a foreign exporting industry to retain the rapid growth of export of specific manufactured goods

- A. licensing
- B. administered protection
- C. none of these
- D. voluntary export restraint

ANSWER: D

63. ----- 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. ----- is a group of products that are closely related

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

ANSWER: A

65. The quotas which combine the features of tariffs and quotas are

- A. tariff quotas
- B. voluntary quotas
- C. absolute quotas
- D. quotas

ANSWER: A

66. Labeling, packaging are associated with

- A. Price mix
- B. Product mix
- C. Place mix

D. Promotion mix

ANSWER: B

67. ----- 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. ----- 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. The act of locating a brand in customers mind over and above other products is

- A. niche marketing
- B. social marketing
- C. mass marketing
- D. production positioning

ANSWER: D

71. -----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. The products which need less specialised information are

- A. high tech products
- B. high touch products
- C. premium products
- D. none of these

ANSWER: B

73. Which one of the following is the argument for mandatory product modification?

- A. local use conditions
- B. consumer demography
- C. local customs and culture
- D. country's regulations

ANSWER: D

74. When the same message is communicated all over the world in respect of a single product, it is

- A. communication adaptation strategy

- B. straight extension strategy
- C. dual adaptation strategy
- D. product invention strategy

ANSWER: B

75. Developing new products to tap foreign market is

- A. dual adaptation
- B. product invention
- C. product extension
- D. product adaptation

ANSWER: B

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

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

ANSWER: A

77. Taking advantage of the flexibility between the lower limit and upper limit of the price for similar product is

- A. Marginal cost pricing
- B. Break even based pricing
- C. Full cost pricing
- D. Creative pricing

ANSWER: D

78. The periodic sale abroad of goods at prices below the home market price is

- A. Sporadic dumping
- B. Long-term dumping
- C. Intermittent dumping
- D. None of these

ANSWER: C

79. Duty imposed on foreign goods benefiting from subsidies in production, export or import is

- A. Countervailing duty
- B. Export duty
- C. Import duty
- D. Excise duty

ANSWER: A

80. The purpose of this type of advertising is to create repeat purchases

- A. Reminder
- B. Reinforcement
- C. Persuasive
- D. Informative

ANSWER: A

81. Importers buy products from distributors in one country and sell them in another to distributors who are not part of the manufacturer's regular distribution system

- A. Exclusive distribution
- B. Parallel imports
- C. Dumping

D. Cross elasticity

ANSWER: B

82. This pricing policy permits subsidiary of affiliate managers to establish whatever price they feel is most desirable under the circumstances

- A. ethnocentric
- B. geocentric
- C. polycentric
- D. extension

ANSWER: C

83. \_\_\_\_\_ is the most fundamental aspect for any merchandise transactions

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

ANSWER: A

84. ----- 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. Imported raw material used for manufacturing export goods are eligible for

- A. cash assistance
- B. duty drawback
- C. compensation deal
- D. none of these

ANSWER: B

86. ----- 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. A description of relevant characteristics of the market for a specific product in a country

- A. market profile
- B. market survey
- C. market study
- D. market segmentation

ANSWER: A

88. The process of dividing the world market into distinct subsets of customers

- A. market selection
- B. market segmentation
- C. market survey
- D. none of these

ANSWER: B

89. The technique used for ranking the markets with reference to their attractiveness for the company is

- A. market evaluation
- B. market selection
- C. global monitoring
- D. evaluation matrix

ANSWER: D

90. The market have potential customers but no one has offered product to fill the need

- A. existing markets
- B. latent markets
- C. incipient markets
- D. none of these

ANSWER: B

91. A market entry strategy which requires neither capital investment nor knowledge and marketing strength in foreign markets

- A. licensing
- B. manufacturing facility
- C. contract manufacturing
- D. turnkey contracts

ANSWER: A

92. A partnership of two or more participating companies that have joined forces to create a separate legal entity

- A. licensing
- B. turnkey projects
- C. joint venture
- D. none of these

ANSWER: C

93. A business relationship established by two ore more companies to cooperate out of mutual need and to share risk in achieving a common objective

- A. licensing
- B. joint venture
- C. manufacturing contract
- D. strategic international alliance

ANSWER: D

94. A form of international trade in which certain export and import transactions are directly linked with each other instead of money payments

- A. countertrade
- B. turnkey projects
- C. acquisition
- D. merger

ANSWER: A

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. advertiser
- B. sales man.
- C. target market.
- D. promotion.

ANSWER: A

97. Foreign investment that starts up a new enterprise is called as

- A. Turnkey project
- B. Merger
- C. Green field enterprise
- D. Assembly operations

ANSWER: C

98. When direct transactions between two nations are difficult, the suitable strategy is

- A. third country location
- B. strategic alliance
- C. turnkey project
- D. merger and acquisition

ANSWER: A

99. The research which seeks to discover new relationships in marketing arena is

- A. conclusive research
- B. exploratory research
- C. distribution research
- D. consumer research

ANSWER: B

100. The response of consumers to a particular display watched in an actual store is

- A. personal interviewing
- B. survey research
- C. observational research
- D. none

ANSWER: C

101. The Export and Import Bank was established on

- A. Jan 1, 1982
- B. Jan 1, 1983
- C. Jan 1, 1984
- D. Jan 1, 1985

ANSWER: A

102. The code number required to be incorporated in the various export documents submitted to the authorities is

- A. EPC number
- B. RCMC number
- C. IEC number
- D. None of these

ANSWER: C

103. A request from a prospective importer to be informed of the terms and conditions of sale is called as

- A. Indent
- B. Confirmation order
- C. Preliminaries
- D. Enquiry

ANSWER: D

104. The party in whose favour the letter of credit is issued is

- A. Notifying bank
- B. Paying bank
- C. Confirming bank
- D. Beneficiary

ANSWER: D

105. The receipt issued by the commanding officer of the ship is

- A. shipping bills
- B. mate's receipt
- C. bill of lading
- D. cart ticket

ANSWER: B

106. \_\_\_\_\_ products are offered in multinational and regional markets

- A. Local
- B. National
- C. International
- D. None of these

ANSWER: C

107. \_\_\_\_\_ is a company's ability to perform in one or more ways that competitors cannot or will not match

- A. Customer advantage
- B. Customer relationship advantage
- C. Customer lifetime value
- D. Competitive advantage

ANSWER: D

108. An Example of agent middle man

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

ANSWER: A

109. An example of merchant middlemen

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

ANSWER: B

110. The wholesaler who dont provide credit and transport facility are called as -----

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

ANSWER: D

111. \_\_\_\_\_ is when a company works continuously with its large customers to help improve their performance

- A. Basic marketing
- B. Reactive marketing
- C. Proactive marketing
- D. Partnership marketing

ANSWER: D

112. A \_\_\_\_\_ is an organized collection of comprehensive information about individual customers or prospects

- A. Marketing database
- B. Customer database
- C. Customer mailing list
- D. Business database

ANSWER: B

113. Companies can build interest and enthusiasm by using databases to remember customer preferences. This strategy helps to

- A. Deepen customer loyalty
- B. Avoid serious customer mistakes
- C. Reactivate dormant customers
- D. Decide which customers should receive a particular offer

ANSWER: A

114. Which of the following is not a characteristic of the new approach to B-To-B buyer behaviour?

- A. A focus on cost reduction and overall efficiency.
- B. Fewer suppliers with larger shares.
- C. Increased information sharing.
- D. A move towards more hierarchical organization.

ANSWER: D

115. The four marketing activities within the customer relationship management include customer selection, customer acquisition, customer retention, plus

- A. Customer referrals
- B. Customer up-sell
- C. Customer extension
- D. Customer cross-sell

ANSWER: C

116. The incrementalist approach to making international market entry is more suitable to \_\_\_\_\_ businesses as it allows time to developed key relationships with customers and business partners.

- A. Service.
- B. Inexperienced.
- C. Seasoned.
- D. Relationship-focused.

ANSWER: D

117. B2B stands for

- A. Business to Government
- B. Business to Consumer
- C. Business to Business
- D. All of the above

ANSWER: C

118. B2C stands for

- A. Business to Government



- B. Business to Consumer
- C. Business to Business
- D. All of the above

ANSWER: B

119. Delivering what customers want with hassle-free service and superior value is called

- A. Operational excellence
- B. Continuous excellence
- C. Service excellence
- D. All of the above

ANSWER: C

120. All of the following are included in the commercial environment, except :

- A. family
- B. advertisers
- C. retailers
- D. manufacturers

ANSWER: D

121. Avon, Amway and Tupperware use which of the following forms of channel distribution?

- A. Indirect Marketing Channel
- B. Forward Channel
- C. Direct Marketing Channel
- D. Fashion Channel

ANSWER: C

122. When the manufacturer establishes two or more channels catering to the same market, then \_\_\_\_\_ occurs

- A. Vertical channel conflict
- B. Horizontal channel conflict
- C. Multi channel conflict
- D. None of the above

ANSWER: C

123. Through their contacts, experience, specialization and scale of operation, \_\_\_\_\_ usually offer the firm more than it can achieve on its own

- A. manufacturers
- B. producers
- C. direct marketers
- D. intermediaries

ANSWER: D

124. The benefits of marketing channels are

- A. Cost saving
- B. Time saving
- C. Financial support given
- D. All of above

ANSWER: D

125. \_\_\_\_\_ is a marketing channel that has no intermediary levels

- A. Indirect marketing channels
- B. Forward channel
- C. Hybrid channel
- D. Direct marketing channel

ANSWER: D

126. Which of the following is not an aspect of the promotion mix?

- A. Direct marketing
- B. Advertising
- C. Strategic positioning
- D. Public relations

ANSWER: C

127. Which promotion tool is most effective in building up buyers preferences, convictions and most importantly actions?

- A. personal selling
- B. mass-market advertising
- C. sales promotion
- D. segmented advertising

ANSWER: A

128. What does BOGOFF stand for?

- A. Buy One Get One For Free
- B. Bought On Good Offers
- C. Beginning Of Great Offer
- D. All of these

ANSWER: A

129. Personal selling tries to achieve three general goals: finding prospects, convincing prospects to buy and

- A. Monitoring new products being developed
- B. Being aware of competitors sales activities
- C. Avoiding repeat sales
- D. Keeping customers satisfied

ANSWER: D

130. A marketer uses pioneer advertising to

- A. Promote established brands
- B. Compare brand names
- C. Promote a product in the Introductory stage of the life cycle
- D. Introduce a competitive version of the product

ANSWER: C

131. The basic role of promotion is

- A. Information
- B. Manipulation
- C. Communication
- D. Interpretation

ANSWER: C

132. The \_\_\_\_\_ stage of the PLC generates most sales revenue for the firm

- A. Introduction
- B. Growth
- C. Maturity
- D. Decline

ANSWER: C

133. The relationship is built with a customer over a long period of time is called

- A. Customer experience management

- B. Consumer life time value
- C. Customer life time value
- D. Consumer experience management

ANSWER: C

134. \_\_\_\_\_ is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market

- A. Consumer mix
- B. Product mix
- C. Customer mix
- D. Marketing mix

ANSWER: D

135. The pricing strategy used to set prices of the products that are must be used with the main product is called

- A. optional product pricing
- B. product line pricing
- C. competitive pricing
- D. captive product pricing

ANSWER: D

136. The pricing strategy in which prices are set lower to actual price to trigger short term sales is classified as

- A. promotion pricing
- B. short term pricing
- C. quick pricing
- D. cyclical pricing

ANSWER: A

137. The kind of reduction made to those buyers who buy large volumes of products is classified as

- A. cash discount
- B. seasonal discount
- C. functional discount
- D. quantity discount

ANSWER: D

138. Choosing a price based upon its short-term effect on current profit, cash flow, or return on investment reflects which of the following pricing objectives?

- A. Current profit maximization
- B. product quality leadership
- C. market share leadership
- D. survival

ANSWER: A

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. \_\_\_\_\_ sets the floor for the price that the company can charge for its product.

- A. Supply
- B. Demand
- C. Non-profit factors
- D. None of the above

ANSWER: B

142. The PLC concept

- A. has been used less and less as a marketing management tool due to the steady economy
- B. ends with the maturity phase
- C. has no relationship to planning
- D. contributes to more effective sales planning and marketing strategy

ANSWER: D

143. 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

144. \_\_\_\_\_ 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

145. 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

146. In new product planning process-----is the first stage

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

ANSWER: C

147. -----means critical evaluation of product ideas generated

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

ANSWER: B

148. -----involve projection of future demand

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

ANSWER: C

149. -----is the final stage of product planning.

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

ANSWER: B

150. Changing an existing product to suit the changing conditions \_\_\_\_\_.

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

ANSWER: A

Staff Name  
Prakash L .