



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 BBA[2016-2019]

SEMESTER-III

CORE:MARKETING MANAGEMENT-316C

Multiple Choice Questions.

1. _____ is the set of actual and potential buyers of a product.

- A. Market
- B. Product
- C. Marketing
- D. Service

ANSWER: A

2. Marketing creates profit by creating _____ to the buyer.

- A. value.
- B. money.
- C. product.
- D. price.

ANSWER: A

3. _____ is the overall process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction.

- A. CRM.
- B. SCM.
- C. ERP.
- D. EPM.

ANSWER: A

4. _____ contains buyer characteristics and buyer decision process.

- A. Buyer's black box
- B. Buyer's Green Box
- C. Buyer's Brown Box
- D. Buyer's Red Box

ANSWER: A

5. The importance given by all the companies is to build _____ strength.

- A. brand.
- B. image.
- C. customer.
- D. employee .

ANSWER: A

6. Which one of the following is not one of the Ps of marketing?

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

ANSWER: D

7. Which of the following best identifies how marketing must be understood today?

- A. Satisfy customer needs.
- B. Marketing.
- C. Selling.
- D. Behaviour.

ANSWER: A

8. A _____ is a trade of value between two or more parties.

- A. transaction.
- B. exchange.
- C. transfer.
- D. prospecting.

ANSWER: A

9. Which concept holds that consumers will not buy enough of organizations product unless it takes large scale selling and promotion effort?

- A. Marketing.
- B. Selling.
- C. Production.
- D. Product.

ANSWER: B

10. _____ includes that other companies offering similar products & services to the same customer at similar prices.

- A. Supply Chain.
- B. Competition.
- C. Product.
- D. Price.

ANSWER: B

11. _____ consists of a group of customers who share a similar set of wants.

- A. Micro Marketing.
- B. Mass Marketing.
- C. Market Segment.
- D. Market targeting.

ANSWER: C

12. _____ are fashions that come quickly into the public eye, are adopted with great zeal and peak early, and decline very fast.

- A. Fads
- B. Trend
- C. Mega Trend
- D. Positioning

ANSWER: A

13. Need become _____ when they are directed to specific objects that might satisfy the need.

- A. wants.
- B. needs.
- C. demand.
- D. flexibility.

ANSWER: A

14. In the modern sense marketing is _____ oriented.

- A. Consumer.
- B. Product.
- C. Sales.
- D. All the above.

ANSWER: A

15. _____ are wants for specific products that are backed up an ability and willingness to buy them.

- A. Demand.
- B. Wants.
- C. Needs.
- D. Desire.

ANSWER: A

16. Which is intangible among the following?

- A. Product.
- B. Services.
- C. New Product
- D. Organisation

ANSWER: B

17. _____ emerges when people decide to satisfy and want through exchange.

- A. Marketing.
- B. Sales.
- C. Purchase.
- D. Accounting.

ANSWER: B

18. _____ concept holds consumers will favour those products that offer the most quality or performance.

- A. Product.
- B. Selling.
- C. Production.
- D. Sales.

ANSWER: A

19. _____ concept holds that consumers will favour those products that are conveniently available in adequate quantity and affordable.

- A. Product.
- B. Production.
- C. Selling.
- D. Buying.

ANSWER: B

20. The ultimate level of segmentation leads to _____ .

- A. Niche Marketing .
- B. Individual Marketing.
- C. Local Marketing.
- D. None of these.

ANSWER: B

21. _____ is the act of obtaining a desired object from someone by offering something in return.

- A. Exchange.
- B. Market.
- C. Value.
- D. Satisfaction.

ANSWER: A

22. New product development begins with _____

- A. product production.
- B. idea generation.
- C. test marketing.
- D. none.

ANSWER: B

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

- A. Introduction stage.
- B. Growth stage.
- C. Maturity stage.
- D. Saturation stage.

ANSWER: A

24. The usual source for new products is _____.

- A. marketing research.
- B. R&D.
- C. accidental discoveries.
- D. a variety of sources including customers competitors serendipity and formal processes.

ANSWER: A

25. The term marketing refers to _____.

- A. New product concepts and improvements.
- B. Advertising and promotion activities.
- C. A philosophy that stresses customer value and satisfaction.

D. Planning sales campaigns.

ANSWER: C

26. Choose the Product brand from the following given options

- A. ITC
- B. Hamam
- C. TATA
- D. P&G

ANSWER: B

27. A marketing philosophy summarized by the phrase "a good product will sell itself" is characteristic of the_____ period.

- A. production.
- B. sales.
- C. marketing.
- D. relationship.

ANSWER: A

28. An organisation with a_____ orientation assumes that customers will resist purchasing products not deemed essential. The job of marketers is to overcome this resistance through personal selling and advertising.

- A. production.
- B. marketing.
- C. relationship.
- D. sales.

ANSWER: B

29. In the relationship marketing firms focus on_____ relationships with _____.

- A. short term; customers and suppliers.
- B. long term; customers and suppliers.
- C. short term; customers.
- D. long term; customers.

ANSWER: D

30. Which of the following is NOT an element of the marketing mix?

- A. Distribution.
- B. Product.
- C. Target market.
- D. Pricing.

ANSWER: C

31. 4 Ps of marketing are_____

- A. price, place perfection and product.
- B. price, place , product and profile
- C. price , place , promotion and product
- D. price, place placement and product.

ANSWER: C

32. Newsletters, catalogues, and invitations to organisation-sponsored events are most closely associated with the marketing mix activity of _____.

- A. Pricing.
- B. Distribution.
- C. Product development.
- D. Promotion.

ANSWER: D

33. A market with which of the following characteristics would generally be less competitive?

- A. High barriers to entry.
- B. Lots of potential substitutes exist.
- C. Strong bargaining power among buyers.
- D. Strong bargaining power among suppliers.

ANSWER: A

34. The process of anticipating future events and conditions and determining the best way to achieve organizational objectives is known as _____.

- A. researching.
- B. planning.
- C. controlling.
- D. managing.

ANSWER: B

35. Which one of the following best describes the present value of the stream of future profits expected over the customers life time purchase?

- A. Customers Life time value.
- B. Suppliers Life time Value.
- C. Companys life time value.
- D. Future value.

ANSWER: A

36. Market expansion is usually achieved by_____.

- A. more effective use of distribution.
- B. more effective use of advertising.
- C. by cutting prices.
- D. all of the above are suitable tactics.

ANSWER: B

37. The following are all major stages of a product life cycle except_____.

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

ANSWER: A

38. Techniques of sales promotions are _____.

- A. free samples.
- B. free offers.

- C. coupons.
- D. all the above.

ANSWER: D

39. In the _____ sales force structure, sales people specialize in selling only a portion of the company's product or lines.

- A. territory.
- B. product.
- C. customer.
- D. complex.

ANSWER: B

40. Even though buying roles in the family change constantly, the _____ has traditionally been the main purchasing agent of the family.

- A. Wife.
- B. Husband.
- C. Teenage Children.
- D. Grandparent.

ANSWER: B

41. _____ is the systematic collection and analysis of publicly available information about competitors and developments in the market place.

- A. Marketing research.
- B. Internal database.
- C. External database.
- D. Marketing Intelligence.

ANSWER: D

42. The fair packaging and labelling act was passed in the year?

- A. 1914.
- B. 1949.
- C. 1963.
- D. 1967.

ANSWER: D

43. Which type of buying behaviour is characterized by low consumer involvement but significant perceived brand differences?

- A. Dissonance reducing buying behaviour.
- B. Habitual buying behaviour.
- C. Variety seeking buying behaviour.
- D. Complex buying behaviour.

ANSWER: C

44. The stage of the business buying process in which the buyer tries to find the best vendors is_____.

- A. supplier development.
- B. supplier search.
- C. supplier selection.
- D. all the above.

ANSWER: B

45. Implementation planning must cover_____.

- A. lead time.
- B. sell in time.
- C. both.
- D. none.

ANSWER: A

46. Sales promotion includes a tool for_____.

- A. consumer promotion.
- B. selective promotion.
- C. taste promotion.
- D. all of the above.

ANSWER: B

47. Sales promotion is the key ingredient in marketing _____.

- A. campaign.
- B. promotion.
- C. program.
- D. distribution.

ANSWER: A

48. Trademark is a _____.

- A. Registered brand.
- B. National brand.
- C. Local brand .
- D. Family brand.

ANSWER: A

49. This marketing component is most likely to be standardized_____.

- A. brand .
- B. price.
- C. advertising.
- D. distribution.

ANSWER: A

50. Brand identity dimension include_____.

- A. Brand physique.
- B. Personality.
- C. Relationship.
- D. All the above.

ANSWER: D

51. This item offers added value _____.

- A. commodity.
- B. unbranded good.
- C. product.

D. price.

ANSWER: C

52. You decided to purchase a car. You started paying more attention to car ads, started reading magazines related to car, getting ideas from car owned friend, currently you are in which stage of buyer decision process?

A. Need recognition.

B. Evaluation of alternatives.

C. Information search.

D. Purchase decision.

ANSWER: C

53. Product include _____.

A. Properties.

B. Ideas.

C. Services.

D. All of the above .

ANSWER: D

54. A private brand makes it possible for a retailer to offer a product at_____.

A. higher price and higher margin.

B. lower price and lower margin.

C. lower price and higher margin .

D. higher price and lower margin.

ANSWER: B

55. This branding strategy assumes that the market is heterogeneous _____.

A. no brand.

B. worldwide brand.

C. single brand in single market.

D. local brands.

ANSWER: D

56. advertising visual ads should be registered under _____ act.

A. trademark.

B. copyright.

C. patent.

D. all of the above.

ANSWER: B

57. The most important packaging criterion is _____.

A. promotional.

B. attractive.

C. functional.

D. all the above .

ANSWER: D

58. The relationship between advertising expenditures and a country's economic development is _____.

- A. positive.
- B. neutral.
- C. negative.
- D. unpredictable.

ANSWER: A

59. Which one of the following is a personal communication channel?

- A. Magazines.
- B. Television.
- C. Internet.
- D. E-mail.

ANSWER: D

60. Which is the most expensive strategy?

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

ANSWER: C

61. Standardized advertising should not be used if _____ criterion is not satisfied.

- A. identification.
- B. response.
- C. value.
- D. all of the above must be satisfied.

ANSWER: D

62. _____ component of the marketing mix is least likely to be standardized.

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

ANSWER: C

63. _____ advertising strategy aims to maximize both the efficiency and effectiveness of an advertising campaign.

- A. Standardization.
- B. Marketing management.
- C. Global advertising.
- D. Local advertising.

ANSWER: C

64. Among the following 4ps which is more important?

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

ANSWER: B

65. _____ element of the marketing mix tends to be most adapted.

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

ANSWER: C

66. Which one among the following 4 Ps ,is the one that receives the least attention, domestically and internationally?

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

ANSWER: C

67. Which among the following is not the feature of Introduction stage of PLC?

- A. High Profits.
- B. High Promotion Expenses.
- C. None of these.
- D. Low sales.

ANSWER: A

68. The indirect channel has the limitation of _____.

- A. simplicity.
- B. control.
- C. cost.
- D. responsibility of physical distribution

ANSWER: B

69. The direct channel has the limitation of _____.

- A. market exploitation.
- B. communication.
- C. control.
- D. cost .

ANSWER: D

70. A product with a low-price image requires_____ distribution.

- A. intensive.
- B. selective.
- C. exclusive.
- D. none.

ANSWER: A

71. Selling needs the interest of the _____.

- A. consumer.
- B. dealer.
- C. middlemen.

D. all the above.

ANSWER: D

72. Marketing is a task of satisfying_____.

- A. customers.
- B. advertisement.
- C. development.
- D. promotion.

ANSWER: A

73. _____ is an offering form a known source.

- A. Brand.
- B. Economics.
- C. Relationship.
- D. Social.

ANSWER: A

74. _____ are the basic human requirements.

- A. Needs.
- B. Wants.
- C. Luxuries.
- D. Offerings.

ANSWER: A

75. _____ is a consumer commitment for a product.

- A. Purchase.
- B. Selling.
- C. Advertising.
- D. Producing.

ANSWER: A

76. The ultimate level of segmentation leads to_____.

- A. Niche marketing.
- B. individual marketing.
- C. local marketing.
- D. None of the above.

ANSWER: B

77. _____ is not a substitute for decision.

- A. Product research.
- B. Marketing research.
- C. Sales research.
- D. Production research.

ANSWER: D

78. _____ is a tool for decision making.

- A. Product research.
- B. Marketing research.

- C. Sales research.
- D. Production research.

ANSWER: B

79. Geographic segmentation is about _____.
- A. Dividing consumer groups based on lifestyles.
 - B. Dividing markets based on location.
 - C. Understanding the benefit the product has to offer.
 - D. Dividing consumer groups based on social status.

ANSWER: B

80. Market segmentation means _____.
- A. taking the total market for analysis.
 - B. taking the individual market for analysis.
 - C. taking few markets for analysis.
 - D. none of the above.

ANSWER: D

81. Market positioning can be defined as _____.
- A. Arranging for a brand to occupy a clear place relative to competing products in the minds of consumers.
 - B. Organising markets into different levels of desirability for the company to target.
 - C. Promoting a brand to appear to be something consumers want.
 - D. Classifying distributors according to the status they give to the products they carry.

ANSWER: A

82. The marketing objective for a product in the _____ stage of the product life cycle is to promote consumer awareness and gain trial.
- A. introduction.
 - B. growth.
 - C. maturity.
 - D. decline.

ANSWER: A

83. Product life cycle characteristics consists of _____.
- A. customers.
 - B. channel.
 - C. advertising.
 - D. all the above.

ANSWER: D

84. When a company identifies the parts of the market it can serve best and most profitably, it is practicing _____.
- A. segmenting.
 - B. concentrated marketing.
 - C. differentiation.
 - D. mass marketing.

ANSWER: A

85. inner core of brand is also called _____.

- A. the spiritual central .
- B. brand essence.
- C. brand soul.
- D. all the above.

ANSWER: D

86. Price of a T-shirt is Rs999. This is an example of _____ pricing policy.

- A. rapid penetration.
- B. psychological pricing.
- C. cost plus.
- D. skimming.

ANSWER: B

87. _____ segmentation has long been applied in clothing, hairstyling, cosmetics and magazines.

- A. Gender.
- B. Income.
- C. Generation.
- D. Social class.

ANSWER: A

88. Market can be segmented into _____ product users.

- A. light.
- B. medium.
- C. heavy.
- D. all of the above.

ANSWER: B

89. Companies should be cautious about _____ their products.

- A. segmenting.
- B. over segmenting.
- C. super segmenting.
- D. counter segmenting.

ANSWER: A

90. Price means exchange of value of a product or service in terms of _____.

- A. money.
- B. value.
- C. money and value.
- D. only money

ANSWER: B

91. One of the highest levels of loyalty a customer may develop to a marketing firm is that of _____.

- A. loyal supporter of the company and its goods and services.
- B. advocate, a person who not only buys the company's products but recommends them to others.
- C. regular purchaser of the company's products.
- D. new customer, an individual who has been won over from patronage of a competing firm.

ANSWER: A

92. Relationship marketing focuses more attention on _____ customers because new customers are _____ compared to existing customers.

- A. retaining; less expensive.
- B. acquiring; less expensive.
- C. retaining; more expensive.
- D. acquiring; more expensive.

ANSWER: C

93. _____ is a strategy that entails forging long-term partnerships with customers.

- A. Commitment selling.
- B. Relationship marketing.
- C. Transactional marketing.
- D. Market engineering.

ANSWER: B

94. Marketing product in a foreign market without any change is_____.

- A. product adaptation.
- B. communication adaptation.
- C. straight product extension.
- D. product invention.

ANSWER: C

95. _____ is a layer of intermediaries that performs some work in bringing the product and its ownership closer to the final buyer.

- A. Senior level.
- B. Channel level.
- C. Advertising and promotion activities.
- D. Place or distribution activities.

ANSWER: B

96. The key term in the American Marketing Association's definition of marketing is_____.

- A. process.
- B. customers.
- C. stakeholders.
- D. value.

ANSWER: D

97. Who is a person within a reference group who, because of special skills, knowledge, personality or other characteristics exerts social influence on others?

- A. Family member.
- B. Relative.
- C. Friends.
- D. Opinion Leader.

ANSWER: D

98. When customer expectations regarding product quality, service quality, and value-based price are met

or exceeded, _____ is created.

- A. customer satisfaction.
- B. planning excellence.
- C. a quality rift.
- D. a value line.

ANSWER: A

99. _____ is a business buying situation in which the buyer wants to modify product specification, prices, terms, or suppliers.

- A. Modified rebuy.
- B. Straight rebuy.
- C. Rebuy.
- D. New task.

ANSWER: A

100. Four competing philosophies strongly influence the role of marketing and marketing activities within an organization. Which if the following is NOT a marketing management philosophy?

- A. Production orientation.
- B. Societal orientation.
- C. Marketing orientation.
- D. Competitor orientation.

ANSWER: D

101. In order for exchange to occur _____.

- A. a complex societal system must be involved.
- B. organized marketing activities must also occur.
- C. a profit-oriented organization must be involved.
- D. each party must have something of value to the other party.

ANSWER: D

102. _____ is not a part of the external marketing environment.

- A. Political.
- B. Legal.
- C. Product.
- D. Socio-cultural.

ANSWER: C

103. A firm has decided to alter its pricing and promotional strategies in response to slower than expected job growth and declining personal incomes. The firm is responding to changes in its _____.

- A. socio-cultural environment.
- B. political environment.
- C. economic environment.
- D. competitive environment.

ANSWER: C

104. The process of collecting information about the external marketing environment is _____.

- A. environmental management.
- B. environmental scanning.

- C. marketing management.
- D. marketing research.

ANSWER: B

105. Which of the following is pricing objectives?

- A. Market Penetration.
- B. Competition.
- C. Market Share.
- D. All of these.

ANSWER: D

106. Marketing decision makers in a firm must constantly monitor competitor's activities, their products, prices, distribution and promotional efforts because_____.

- A. The competitors may be violating the law and can be reported to the authorities.
- B. The actions of competitors may threaten the monopoly position of the firm in its industry.
- C. The actions of competitors may create an oligopoly within an industry.
- D. New product offerings by a competitor with the resulting competitive variations may require adjustments to one or more components of the firm's marketing mix.

ANSWER: B

107. New technology results in new goods and services, and it also can_____.

- A. lower the quality of existing products.
- B. lower the available level of customer service.
- C. reduce prices through new production and distribution methods.
- D. bring back products that were considered obsolete.

ANSWER: A

108. _____ is a competitive force according to Porter five force models.

- A. High resistance.
- B. Lots of potential substitutes exist.
- C. No competition.
- D. More goods.

ANSWER: B

109. Demographic environment includes _____.

- A. age, income, sex, education, occupation.
- B. occasions, user, status, loyalty.
- C. region, city, country.
- D. attitude, benefits, life style.

ANSWER: A

110. Consumer behaviour is a term that refers to _____.

- A. organizational and institutional buying behaviour.
- B. organizational and consumer buying behaviour.
- C. commercial and government buying behaviour.
- D. individual and/or household buying behaviour.

ANSWER: B

111. According to Maslow's Hierarchy of Needs theory, the need for fulfilment, for realizing one's own potential, and for fully using one's talents and capabilities are examples of _____ needs.

- A. self-actualization.
- B. physiological.
- C. social.
- D. esteem.

ANSWER: A

112. _____ involves the movement of products from producers to end users.

- A. Service
- B. Marketing
- C. Physical Distribution
- D. Wholesale

ANSWER: C

113. The process of anticipating future events and conditions and determining the best way to achieve organizational objectives is known as _____.

- A. researching.
- B. planning.
- C. controlling.
- D. managing.

ANSWER: B

114. A market with which of the following characteristics would generally be more competitive?

- A. High barriers to entry.
- B. Lots of potential substitutes exist.
- C. Strong bargaining power among buyers.
- D. Strong bargaining power among suppliers.

ANSWER: B

115. _____ includes product modification.

- A. Price changes.
- B. Product quality.
- C. Customer service.
- D. All the above.

ANSWER: B

116. Marketing and selling are _____.

- A. identical.
- B. different.
- C. similar.
- D. one.

ANSWER: B

117. Strategic marketing planning establishes the _____.

- A. resource base provided by the firm's strategy.
- B. economic impact of additional sales.
- C. tactical plans that must be implemented by the entire organization.

D. basis for any marketing strategy.

ANSWER: B

118. Diversification is best described as _____.

- A. existing products in new markets.
- B. existing products in existing markets.
- C. new products for new markets.
- D. new products for existing markets.

ANSWER: C

119. Marketing research data is gathered by _____.

- A. observation.
- B. in- depth interviews.
- C. controlled experiment.
- D. all the above.

ANSWER: D

120. Marketing is _____.

- A. only a function of management.
- B. function of management as well as a business philosophy.
- C. it is only a business philosophy.
- D. selling goods and services.

ANSWER: A

121. Which of the following are key components of marketing concept?

- A. Product concept, Production concept, Selling Concept, and Societal Concept.
- B. Product, Price, Place, and Promotion.
- C. Customer Orientation, Integrated effort and Goal Achievement.
- D. Suppliers, Customers, Competitors, and Intermediaries.

ANSWER: A

122. Market Targeting is a process of _____.

- A. subdividing the customers in the market to groups having simillar needs.
- B. placing the product in the collective mind set of the customers.
- C. choosing the market segments that the firm hopes to offer its products or services.
- D. offering one product to all the markets.

ANSWER: C

123. Product Include.

- A. Properties.
- B. Ideas.
- C. Services.
- D. All of the above.

ANSWER: D

124. 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: B

125. Marketing comprises of _____.

- A. sellers.
- B. buyers.
- C. consumers.
- D. people.

ANSWER: C

126. Preliminary exploration is done through _____.

- A. policy planning.
- B. formal investigation.
- C. informal investigation.
- D. all the above.

ANSWER: D

127. Primary group consists of _____.

- A. family and friends.
- B. religion and profession.
- C. individual and group.
- D. none of these.

ANSWER: A

128. _____ marking decisions in research objectives.

- A. Preliminary exploration.
- B. Formal investigation.
- C. Project planning.
- D. Informal investigation.

ANSWER: A

129. Market is a social process of _____ and _____.

- A. buyer and rules.
- B. producer and seller.
- C. producer and buyer.
- D. individual and group.

ANSWER: C

130. Positive marketing creates a _____ by pushing business.

- A. profit.
- B. loss.
- C. profit and loss.
- D. break even.

ANSWER: A

131. Marketing characteristics are _____.

- A. product market segmentation.

- B. need based marketing strategy.
- C. profit orientation.
- D. all the above.

ANSWER: D

132. Breadth in a product line refers to .

- A. Properties Number of products marketed by a firm.
- B. Number of product lines marketed by a firm.
- C. Number of product items and nominations marketed by the firm.
- D. All the above.

ANSWER: B

133. Functional approach was designed by _____.

- A. AH. Shaw.
- B. L.D.H.Weld.
- C. Both a and b.
- D. Kotler.

ANSWER: D

134. Business buyers is one who buys goods and services for _____ purposes.

- A. for making other goods and services.
- B. for reselling.
- C. for use as consumables.
- D. all the above.

ANSWER: A

135. Decision making is otherwise known as _____,

- A. management approach.
- B. decision making approach.
- C. both a and b.
- D. none.

ANSWER: C

136. What are the factors which are responsible for the adaptation of modern concept?

- A. Growth of distribution channel.
- B. Growth of population.
- C. Growth of disposable income.
- D. All the above.

ANSWER: C

137. The product is a bundle of _____ that a customer buys

- A. Features.
- B. Preferences.
- C. Satisfaction.
- D. Conveniences.

ANSWER: C

138. What are the benefits of modern concepts of marketing?

- A. Understanding of consumer.
- B. Innovation.
- C. Prestige and image.
- D. All the above.

ANSWER: A

139. Market gridding is another _____ technique.

- A. analytical.
- B. practical.
- C. theoretical.
- D. none of these.

ANSWER: D

140. Problem of marketing management in India is _____.

- A. lack of marketing personnel.
- B. marketing costs.
- C. lack of marketing research.
- D. all the above.

ANSWER: A

141. _____ promotes the consumers to buy a particular in a given time frame.

- A. Sales promotion.
- B. Marketing.
- C. Consumer promotion.
- D. None of these

ANSWER: A

142. _____ 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: D

143. Two main components of sales promotion are _____.

- A. trade promotion and consumer promotion.
- B. marketing promotion and sales promotion.
- C. consumer promotion and marketing promotion.
- D. none.

ANSWER: A

144. Which one of the below is not a principles of marketing management?

- A. Principles of planning.
- B. Principles of organisation.
- C. Principles of direction.
- D. Principles of marketing concepts.

ANSWER: B

145. MIS stands for_____.

- A. Marketing Information System.
- B. Management Information System.
- C. Management Interface system.
- D. Market Interface system.

ANSWER: A

146. Which of the above is not an element of marketing planning?

- A. Determining the objective.
- B. Sales forecast.
- C. Policies.
- D. Association.

ANSWER: D

147. The outputs or reports emanating from the MIS can be classified into _____ types.

- A. 1.
- B. 2.
- C. 3.
- D. 4.

ANSWER: B

148. Which of the following is not a factor effecting marketing programme?

- A. Demand variable.
- B. Internal factor.
- C. Marketing mix.
- D. Marketing control.

ANSWER: D

149. A good MIS generates a good _____ database.

- A. product.
- B. consumer.
- C. market.
- D. none of the above.

ANSWER: B

150. Research instrument for collecting primary data are _____.

- A. questionnaire.
- B. mechanical device.
- C. electronic device.
- D. all the above.

ANSWER: A

151. _____ includes the behaviour of intermediaries in the distributional channel.

- A. Consumer behaviour.
- B. Trade behaviour.
- C. Competition behaviour.
- D. Government behaviour.

ANSWER: B

152. Which is the third stage in Product Life Cycle?

- A. Launch stage.
- B. Growth stage.
- C. Maturity stage.
- D. Decline stage.

ANSWER: C

153. Elements of marketing system are classified into _____ broad categories.

- A. five.
- B. four.
- C. seven.
- D. three.

ANSWER: C

154. Which one among the following is the first stage in new product development?

- A. Generating new product idea.
- B. Product screening.
- C. Concept testing.
- D. Business and market analysis.

ANSWER: A

155. One of the reason for the failure of a new product is _____

- A. Faulty product.
- B. Distribution related problems.
- C. Both a and b.
- D. None.

ANSWER: A

156. _____ is the process of taking decisions regarding the market segments to be served.

- A. Market targeting.
- B. Market positioning.
- C. Market differentiation.
- D. Market stabilization.

ANSWER: A

157. Which is not a component function of distribution logistics?

- A. Planning the overall physical distribution system.
- B. In plant-warehousing.
- C. Transportation.
- D. Production.

ANSWER: D

158. _____ is not a personal factor influencing consumer behaviour.

- A. Society.
- B. Occupation.
- C. Income.

D. Attitude.
ANSWER: A

159. One of the following is not a type of intermediaries.

- A. Sole-selling agent.
- B. Wholesaler
- C. Clearing and Forwarding agent.
- D. Producer.

ANSWER: D

160. Four Ps of Marketing were given by

- A. H.Fayol
- B. Peter Drucker
- C. McCarthy
- D. All of these

ANSWER: C

161. What are the choosing channels of intensity?

- A. Intensive distribution.
- B. Selective distribution.
- C. Exclusive distribution.
- D. All the above.

ANSWER: D

162. In _____, only a single product is produced and offers to the entire market.

- A. market aggregation.
- B. concentrated marketing.
- C. market segmentation.
- D. mass marketing

ANSWER: B

163. What are the two options available for placing a new product?

- A. Skimming.
- B. Penetration.
- C. Imitation.
- D. Both a and b.

ANSWER: D

164. Advertising means _____ .

- A. Dimensional.
- B. Powerful marketing tool.
- C. Social institution.
- D. All the above.

ANSWER: D

165. Salesmen ship in print is known as_____.

- A. promotion mix.
- B. marketing mix.

- C. advertisement.
- D. economic system.

ANSWER: A

166. Brand concept not includes _____.

- A. digital marketing.
- B. brand name.
- C. brand identity and value.
- D. brand personality.

ANSWER: A

167. When was printing introduced?

- A. 200years.
- B. 150 years.
- C. 100years.
- D. 75 years.

ANSWER: A

168. Which is also called as tool for consumer welfare?

- A. Research.
- B. Advertisement.
- C. Publicity.
- D. None of the above.

ANSWER: B

169. What are the benefits of the manufacture through advertising?

- A. Increase sales.
- B. Guiding force in purchase decision.
- C. Charge in motivation.
- D. Increase volume.

ANSWER: A

170. which one of the following is not a form of paid promotion

- A. Publicity.
- B. Advertisement.
- C. Marketing.
- D. Selling.

ANSWER: A

171. What is the primary function of an advertisement?

- A. To create awareness.
- B. To furnish information.
- C. To increase sales.
- D. To encourage salesmen to lend a moral support.

ANSWER: A

172. The main role of advertising that is expected by the company is to _____ in the market

- A. Increase sales.

- B. Great dealer interest.
- C. Better performance of the company.
- D. All the above.

ANSWER: A

173. Today advertisement in _____ is waste for tomorrows purpose

- A. TV.
- B. Radio.
- C. Newspaper.
- D. None of the above.

ANSWER: C

174. Why is salesman needed in an organization?

- A. Prospecting.
- B. Communicating.
- C. Selling.
- D. All the above.

ANSWER: B

175. What are the qualities of a successful salesman?

- A. Physical traits.
- B. Mental traits.
- C. Social traits.
- D. All the above.

ANSWER: D

176. What are the duties of a salesman?

- A. Selling.
- B. Communicating.
- C. Travelling.
- D. All the above.

ANSWER: D

177. Which of the following is not psychological process?

- A. Motivation.
- B. Learning.
- C. Memory.
- D. Social needs.

ANSWER: D

178. Which of the following is not a type of salesman?

- A. Manufacture salesman.
- B. Wholesaler salesman.
- C. Retailer salesman.
- D. Authority salesman.

ANSWER: D

179. The impulses desires and considerstions that make people buy a given product are known as _____.

- A. product motives.
- B. patronage motive.
- C. both a and b.
- D. None.

ANSWER: A

180. _____ makes people buy from particular firm or shop.

- A. Impulses.
- B. Desires.
- C. Considerations.
- D. All the above.

ANSWER: A

181. Which of the following is an established method of direct marketing?

- A. Mail Order.
- B. Database marketing.
- C. Telemarketing.
- D. None.

ANSWER: A

182. _____ is the process by which alternate copies of same news paper is printed.

- A. Split run.
- B. Tear sheets.
- C. Checking copy.
- D. Final sheet.

ANSWER: A

183. _____ is the copy of entire newspaper to examine the editorial nature of newspaper and other competitive product advertised in that issue.

- A. Tear sheets.
- B. Checking copy.
- C. Final sheet.
- D. Blue print.

ANSWER: A

184. Prices are kept very high in _____ pricing policy.

- A. Skimming
- B. Penetration
- C. Both of above
- D. None of these

ANSWER: A

185. _____ is the highest rate quoted for national advertiser and involved no commitment beyond a single insertion.

- A. Contract rate.
- B. Open rate.
- C. Flat rate.
- D. Full rate.

ANSWER: A

186. _____ is good in quality in terms of printing and color.

- A. Newspaper.
- B. Magazine.
- C. Notice.
- D. Pamphlets.

ANSWER: B

187. Publication sold to reaches who buy subscription & who pay for it known as _____.

- A. controlled circulation.
- B. patel circulation.
- C. both a and b.
- D. none.

ANSWER: B

188. _____ is the representative organization of newspaper magazine and other publication.

- A. Indian newspaper society.
- B. American newspaper society.
- C. England newspaper society.
- D. Japan newspaper society.

ANSWER: A

189. Which type of advertising offers local coverage on medium way channels?

- A. Newspaper.
- B. Radio.
- C. TV.
- D. Magazine.

ANSWER: A

190. Which type of advertisement has audio medium only?

- A. Newspaper.
- B. TV .
- C. Radio.
- D. Magazine.

ANSWER: C

191. Which one among the following will not come under outdoor media?

- A. Bill board.
- B. Posters.
- C. Neon signs.
- D. Television

ANSWER: D

192. Which kind of media offers geographic salacity?

- A. Indoor media.
- B. Outdoor media.
- C. Both.

D. None of the above.

ANSWER: B

193. _____ has its origin from the pay bill posted outside the theater.

- A. Bill boards.
- B. Poster.
- C. Neon signs.
- D. Hoardings.

ANSWER: B

194. Which is the 24 hours medium of advertisement?

- A. Newspaper.
- B. Bill board.
- C. Radio.
- D. TV.

ANSWER: B

195. Which is the technological called as single pass poster printing machines and is totally computerized?

- A. Direct mail.
- B. Hoardings.
- C. Direct marketing.
- D. Neon signs.

ANSWER: A

196. Attempts to approach customer directly is known as _____.

- A. Direct marketing.
- B. Indirect marketing.
- C. Consumer marketing.
- D. Industrial marketing.

ANSWER: A

197. Writing is the very important quality of _____.

- A. direct marketer.
- B. direct mailer.
- C. indirect mailer.
- D. consumer mailer.

ANSWER: B

198. Who contributes more to advertising?

- A. Copy writer.
- B. Agency.
- C. Advertiser.
- D. Marketer.

ANSWER: A

199. In which type of copy does product attribute is in technical manner?

- A. Narrative copy.
- B. Topical topic.

- C. Questioning copy.
- D. Descriptive copy.

ANSWER: D

200. ____ copy is endorsed by a person who is famous in the society.

- A. Colloquial copy.
- B. Narrative copy.
- C. Endorsement copy.
- D. Prestige copy.

ANSWER: C

201. Which of the following statements is correct?

- A. Marketing is the term used to refer only to the sales function within a firm.
- B. Marketing managers usually don't get involved in production or distribution decisions.
- C. Marketing is an activity that considers only the needs of the organization, and not the needs of society as a whole.
- D. Marketing is the activity, set of institutions , and processes for creating, communicating , delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

ANSWER: D

202. _____marketing is narrowly defined group seeking a distinctive mix of benefits.

- A. Niche.
- B. Mass.
- C. Concentrated.
- D. None.

ANSWER: A

203. Which one of the following is a Geographic Segmentation?

- A. Nation, Cities.
- B. Lifestyle, Personality.
- C. Benefits, Occasions.
- D. User status, Loyalty.

ANSWER: A

204. Which of the following factors contributed to the transition from the production period to the sales period?

- A. Increased consumer demand.
- B. More sophisticated production techniques.
- C. Increase in urbanization.
- D. The Great Depression.

ANSWER: C

205. Costs that do not vary with production or sales level are called_____.

- A. fixed cost.
- B. standard cost.
- C. variable cost.
- D. independent cost.

ANSWER: A

206. Pricing objective consists :

- A. Price Stabilization.
- B. Targeted rate of return.
- C. Skim the cream.
- D. All of these.

ANSWER: C

207. Marketing is the business process by which products are matched with markets and through which transfers of _____ are affected.

- A. ownership.
- B. capital.
- C. human resource.
- D. standard of living.

ANSWER: A

208. The first and foremost objective of all marketing activities is the _____.

- A. satisfaction of human wants.
- B. maximisation of profit.
- C. successful distribution of products.
- D. establishment of standards.

ANSWER: A

209. Which of the following is not an element of the 4Ps of marketing.

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

ANSWER: C

210. Survey method of collecting the data involves _____.

- A. gathering the data by interviewing a limited number of samples.
- B. gathering the data by interviewing the entire population.
- C. gathering the data by interviewing samples who does not belong to the population.
- D. consolidating the data.

ANSWER: D

211. What is the final stage in the marketing research process.

- A. Editing.
- B. Tabulating.
- C. Analysing.
- D. Preparation of report.

ANSWER: D

212. The system which reports orders sales inventory levels receivables payables and so on is _____.

- A. internal accounting system.
- B. intelligence system.

- C. marketing research.
- D. analytical system.

ANSWER: A

213. Marketing information system is based on the _____ to marketing and business planning.

- A. systems approach.
- B. market approach.
- C. machinery approach.
- D. capital approach.

ANSWER: A

214. _____ include groups of friends family neighbours costaff etc.

- A. Primary groups.
- B. Reference groups.
- C. Secondary groups.
- D. Aspiration groups.

ANSWER: A

215. The term consumer behaviour is a subset of _____.

- A. market behaviour.
- B. human behaviour.
- C. environmental behaviour.
- D. consumer behaviour.

ANSWER: B

216. The need for food cloth shelter is _____.

- A. safety needs.
- B. social needs.
- C. self-esteem needs.
- D. physiological needs.

ANSWER: D

217. Physical distribution

- A. Is concerned mainly with speed of delivery.
- B. Is used only by manufacturers.
- C. Involves the movement of products from producers to end-users.
- D. Is primarily the wholesaler's responsibility.

ANSWER: C

218. _____ is producing a single product and offering to the market.

- A. Market aggregation.
- B. Market segmentation.
- C. Concentrated marketing.
- D. Market planning.

ANSWER: A

219. Which is the second stage in a product life cycle.

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

ANSWER: B

220. _____ means a group of customers at whom the organization specially intends to aim its market efforts.

- A. Target market.
- B. Single segment market.
- C. Selective market.
- D. Entire market.

ANSWER: A

221. A _____ is a set of tangible and intangible attributes.

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

ANSWER: A

222. Goods which are purchased by the consumers frequently and immediately are_____.

- A. shopping goods.
- B. speciality goods.
- C. convenience goods.
- D. consumer goods.

ANSWER: C

223. Brand identity has

- A. Three cores.
- B. Two cores.
- C. Five cores.
- D. None of these.

ANSWER: B

224. Increasing the number of product lines or increasing the number of product items within the same line is _____of product mix.

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

ANSWER: B

225. _____is adding up of highly priced prestigious products to the line.

- A. Trading up.
- B. Trading down.
- C. Expansion of product mix.
- D. Contraction of product mix.

ANSWER: A

226. Which period is called as the period of stability in the product life cycle.

- A. Saturation stage.
- B. Maturity stage.
- C. Decline.
- D. Abandonment

ANSWER: A

227. _____ is a name symbol or design or a combination of them.

- A. Brand.
- B. Brand name.
- C. Brand mark.
- D. Branding.

ANSWER: A

228. _____ gives verbal information about the product of the seller.

- A. Label.
- B. Brand.
- C. Packing.
- D. Naming.

ANSWER: A

229. _____ is one which identifies the quality standard or grade of the product.

- A. Brand labels.
- B. Grade labels.
- C. Descriptive labels.
- D. Name label.

ANSWER: B

230. Labels giving information about the use method storage etc are _____.

- A. descriptive labels.
- B. grade labels.
- C. brand labels.
- D. name label.

ANSWER: A

231. The pricing of Bata Shoe Company is an example of _____.

- A. psychological pricing.
- B. odd pricing.
- C. customary pricing.
- D. prestige pricing.

ANSWER: B

232. The method of pricing to suit local conditions is called _____.

- A. customary pricing.
- B. odd pricing.
- C. psychological pricing.

D. prestige pricing.

ANSWER: A

233. Which method of pricing involves in fixing a very high price and later the price is reduced gradually.

- A. Prestige pricing.
- B. Customary pricing.
- C. Skimming pricing.
- D. Odd pricing.

ANSWER: C

234. If the manufacturer sells the same product at two or more different prices then it is called_____.

- A. dual pricing.
- B. fob origin pricing.
- C. freight absorption pricing.
- D. universal delivered pricing.

ANSWER: A

235. The kind of pricing followed by the retailer is_____.

- A. cost plus pricing.
- B. fob origin pricing.
- C. freight absorption pricing.
- D. universal delivered pricing.

ANSWER: A

236. _____are price reductions granted for turning in an old item when buying a new one.

- A. Trade in allowances.
- B. Trade allowances.
- C. Discounts.
- D. Seasonal discounts.

ANSWER: A

237. _____ means the exchange value of a product or service in terms of money.

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

ANSWER: B

238. Brand supporting several products in different markets is_____.

- A. range brand.
- B. umbrella brand.
- C. line brand.
- D. source brand.

ANSWER: B

239. Which mode of transport can run only through fixed lines?

- A. Roadways.

- B. Seaways.
 - C. Railways.
 - D. Airways.
- ANSWER: B

240. A private warehouse which is owned by large business houses or wholesalers for storage of their own stocks is called as _____.

- A. public warehouse.
- B. private warehouse.
- C. bonded warehouse.
- D. commodity ware house.

ANSWER: B

241. Warehouses which are generally located at port towns and owned by dock authorities are called as _____.

- A. public warehouse.
- B. private warehouse.
- C. bonded warehouse.
- D. commodity warehouse

ANSWER: C

242. Brand awareness includes.

- A. Brand recognition.
- B. Brand recall.
- C. All of the above.
- D. None of these.

ANSWER: C

243. Which is not among the levels of brand hierarchy?

- A. Individual Brand.
- B. Family brand.
- C. Social brand .
- D. Corporate or company brand.

ANSWER: C

244. All marketing activities that attempt to stimulate quick buyer action or immediate sales of a product are known as _____.

- A. advertising.
- B. sales promotion.
- C. personal selling.
- D. publicity.

ANSWER: B

245. Which of the following is not a promotion mix?

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

ANSWER: D

246. Expansion of AIDA?

- A. Attention, Interest, Desire, Action.
- B. Attention, Intention, Desire, Attitude.
- C. Advertising, Intention, Desire, Action.
- D. Attention, Intention, Desire, Action.

ANSWER: A

247. The advantage of greater coverage is available for _____ medium.

- A. Electronic.
- B. Print.
- C. Film.
- D. TV.

ANSWER: A

248. According to _____, Advertising is any paid form of non personal presentation of ideas, goods and services by an unidentified sponsor

- A. AMA.
- B. AAA.
- C. MMA.
- D. AAM.

ANSWER: A

249. The other name for chain stores is _____.

- A. Super markets.
- B. Mall.
- C. Multiple Shops.
- D. Departmental Stores.

ANSWER: C

250. Advertising is a communication link between the _____ and the _____.

- A. buyer and user.
- B. consumer and government.
- C. buyer and seller.
- D. whole seller and retailer.

ANSWER: C

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