

# MARKETING RESEARCH SAMPLE QUESTIONS

TYBCOM SEM 6

Sr.No	Question	Option_A	Option_B	Option_C	Option_D	Answer
1	What can we call to the pronounceable part of the brand?	Trade mark	Brand name	Brand Research	Brand survey	Brand name
2	_____ means the activities of designing and producing the container or wrapper for a product.	Labelling	modification	packaging	branding	packaging
3	Which is the external factor ,which affecting the Pricing of the product?	Product	Cost	Demand	Product life cycle	Demand
4	_____ is the benefit of Supply chain management.	Improves Product Flow	Primary source	Secondary source	Provides feedback	Improves Product Flow
5	_____ is one of the type of cost based method of pricing.	Differentiated pricing	Going rate pricing	Two part pricing	Break- even pricing	Break- even pricing
6	The readership test was first developed by Daniel Starch but was popularized by _____	George Bush	George Gallup	David Aaker	Phillip Kotler	George Gallup
7	Product improvemant is undertaken to _____	introduce a new product	to ensure brand loyalty	invrease demand	improve product performance	improve product performance
8	International market is dominated by _____	MNCs	Domestic corporations	Government companies	Private companies	MNCs
9	When a brand is legally registered, it is called _____	Patents	Copyright	Trademark	Brand image	Trademark
10	_____ are imposed to restrict imports.	Refund	Tariffs	Exchange regulations	Discount	Tariffs
11	_____ is discount given to sale unsold stock or items which are out of fashion.	Discounted price	Refund	Product combination	Rebate	Rebate
12	Price is one of the most important 4P's of Marketing Mix because	Decide the success and failure of a product or service	Product concept testing	Help to use trade mark	Generate product idea	Decide the success and failure of a product or service
13	The person and the activities of supply chain are _____	Independent	Interdependent	Independent but inter-dependent on each other	separated	Independent but inter-dependent on each other
14	_____ is a component of Supply chain management.	Planning	Design	profits	losses	Planning
15	Indian rural markets are _____ over more than 5 lakh villages.	Scattered	Concentrated	Diversified	Reachable	Scattered
16	In Marketing research, GMR stands for _____	Green Marketing Research	Global Marketing Research	Global Management Research	Green Management Research	Global Marketing Research
17	National Rural Employment Guarantee Scheme guarantees minimum _____ days of employment to one member of every household.	60	90	100	120	100
18	Because of _____ problems, the Indian Rural Market, especially in the interiors has been neglected by Indian Marketers.	Warehousing	Communication	Transportation	Population	Transportation
19	_____ channel of distribution is very difficult to operate in rural markets.	longer	direct	multiple	indirect	direct

20	Advertising is an _____ medium of communication	Inseparable	Impersonal	Personal	separable	Impersonal
21	_____ is inner driving force that initiates human action.	buying motive	interest	attitude	motivation	motivation
22	Issues relating to secondary data are _____	more accuracy of data	reliability of data	easy and quick	more complex	reliability of data
23	Sales promotion helps consumer to make his purchase decision _____	more complex	more confusing	easy and quick	less satisfying	easy and quick
24	According to the nature of goods and type of business the distribution channels are	B2B & B2C	P2P	C2C	G2B	B2B & B2C
25	_____ is pre testing method wherein an advertisement is actually run on a small scale with different appeals in separate markets.	Sales Area Test	Portfolio Test	Readership Test	Attitude and Opinion Test	Sales Area Test
26	_____ agencies are useful to collect data on vital or specialised research work.	Advertising agency	Inside agency	Outside research agency	operational research agency	Outside research agency
27	_____ allows the researcher to observe and record events and actions as they happen in real life situation.	thematic appreciation test	objective method	observational technique	Sales area test	observational technique
28	Non-response from respondent means _____	Negative reply	Refused to reply	Unwilling to reply	positive reply	Unwilling to reply
29	_____ is a commonly used post testing method used to measure effectiveness of advertisement	Check list method	Consumer Jury Test	recall Test	Ridership	recall Test
30	Social desirability bias is a tendency of respondents to _____	unfavorable answers	answer positively to protect social image	avoided pleasant questions and answers	Negative Answers	answer positively to protect social image
31	Operational Research Group (ORG) is considered as leaders in _____ survey.	store audit	Advertising audit	Veterinary product	Retail audit	Retail audit
32	Indian market research bureau (IMRB) provides _____ services	Advertising services	Transportation services	Insurance Services	Syndicated research services	Syndicated research services
33	_____ advertising research includes _____	Product research	Suppliers research	Advertising effectiveness research	Price research	Advertising effectiveness research
34	Marketing and Research Group (MARG) provides specialized services in _____	Consumer research	Motivation Research	Media Research	Market Research	Media Research
35	To ensure unbiased analysis of data, it is better to use the services of _____ research agency.	inside	out side	Research department	New	out side
36	In professional Marketing Research Agencies _____ is responsible for data collection.	Research Director	Field Work Director	Financial Director	Client Officer	Field Work Director
37	_____ which is the method of Testing Advertisement	Inquiry Test	Audit Test	Client Test	Subjective Test	Inquiry Test
38	The 'Emic' school of thought believes that _____	Each country is unique in culture	Each country is unique politically	Each country is universal in attitude	Each country is universal in education	Each country is unique in culture
39	To ensure objectivity in research, it is better to take services of _____	Separate MR Department	Professional MR Agencies	Sales Department	Local MR agencies	Professional MR Agencies
40	Promotion research benefits advertising in _____	Development of an advertisement	Execution of an advertisement	Evaluation of an advertisement	target audience	Development of an advertisement

41	which Research is conducted to identify why consumer buy goods or service and what their future buying habits may be?	Consumer Research	Product Research	sales Research	Price Research	Consumer Research
42	_____ having business on large scale prefer to have their own in-house marketing research department.	small companies	big companies	medium companies	outside	big companies
43	_____ is essential for multinational companies.	Local market study	Product Research	Pricing research	Global marketing research	Global marketing research
44	Dummy ads and dummy magazines are used along with the ads to be tested in _____ method of testing.	Portfolio test	depth interview	projective technique	sales area test	Portfolio test
45	Sales analysis by _____ helps to separate wholesale and retail buyers.	Customers	order size	territory	turnover	Customers
46	Break – even pricing is that pricing where sales revenue is _____.	More than cost of goods sold	less than cost of goods sold	equal to cost of goods	zero	equal to cost of goods
47	_____ is conducted after running the ad campaign.	Post Testing Method	Pre Testing Method	inquiry test	check list method	Post Testing Method
48	which method of Consumer Research is used to collect specific information about the value,opinion,behaviour and social contact of particular individuals or social groups.	Qualitative Methods	Quantitative methods	Analysis of sales data	interpretation of sales data	Qualitative Methods
49	Indian Rural Markets are developing because of _____	Government restrictions	Efficient marketing	Recession	Decreasing demand	Efficient marketing
50	Sales forecast method of sales forecasting is also called as _____.	Opinion method	users' expectations	the grass root approach	Market Test	users' expectations