

**Subject: Marketing Management (Commerce – V)**

**Semester – V**

**Class – T.Y.B. Com**

1. \_\_\_\_\_ concept of marketing assumes that customers will prefer those products which are aggressively promoted.

- a. Marketing
- b. Selling
- c. Societal
- d. Production

**Answer: Selling**

2. \_\_\_\_\_ concept of marketing aims at a balance between society's welfare, customer satisfaction and company's profit.

- a. Selling
- b. Product
- c. Societal
- d. Marketing

**Answer: Societal**

3. Observation is an important method of data \_\_\_\_\_ .

- a. Analysis
- b. Collection
- c. Interpretation
- d. Sorting

**Answer: Collection**

4. \_\_\_\_\_ refers to sub-dividing a large market into smaller markets.

- a. Niche marketing
- b. Marketing research
- c. Market segmentation
- d. Market targeting

**Answer: Market segmentation**

5. \_\_\_\_\_ involves gathering, recording, analyzing data about specific marketing problems.

- a. Marketing information system
- b. Marketing research
- c. Research and development
- d. Management information system

**Answer: Marketing research**

6. Marketing decision support system is an important component of \_\_\_\_\_ .

- a. Marketing research
- b. Brand research
- c. Marketing information system
- d. Physical distribution

**Answer: Marketing information system**

7. \_\_\_\_\_ marketing is devising strategies which provide competitive advantage to company.

- a. Traditional
- b. Exchange
- c. Strategic
- d. Production

**Answer: Strategic**

8. \_\_\_\_\_ is refers to the process used to extract usable data from a large set of raw data.

a. Data collection

b. Data analysis

c. Data mining

d. Data warehousing

**Answer: Data mining**

9. \_\_\_\_\_ is an attempt to understand and predict human actions in the buying role.

a. **Consumer behaviour**

b. Market segmentation

c. Marketing mix

d. Positioning

**Answer: Consumer behaviour**

10. \_\_\_\_\_ factors comprise of set of values and ideologies of a particular community or group of individuals.

a. Social

b. Personal

c. Cultural

d. Psychological

**Answer: Cultural**

11. In \_\_\_\_\_ segmentation market is divided on the basis of area.

- a. Demographic
- b. Geographic
- c. Psychographic
- d. Sociographic

**Answer: Geographic**

12. \_\_\_\_\_ is an art of managing the organization's relationship with the customers and prospective clients.

- a. Public relation
- b. Customer relationship management
- c. Publicity
- d. Promotion

**Answer: Customer relationship management**

13. \_\_\_\_\_ is simply an act or process of selecting target market from the entire market.

- a. Market positioning
- b. Market targeting
- c. Market Segmentation
- d. Branding

**Answer: Market targeting**

14. What is the basic property of a service which makes it different from product?

- a. Shape
- b. Size
- c. Very expensive
- d. Intangibility

**Answer: Intangibility**

15. \_\_\_\_\_ is set of products which are offered for sale by a firm.

- a. Product design
- b. Product mix
- c. Product selling
- d. Product line

**Answer: Product mix**

16. Marketing mix is one of the \_\_\_\_\_ concepts in marketing management.

- a. Primary
- b. General
- c. Fundamental
- d. Informal

**Answer: Fundamental**

17. \_\_\_\_\_ of the product mix refers to the total number of items or brands in a product category.

- a. Product length
- b. Product width
- c. Product depth
- d. Product mix

**Answer: Product length**

18. Life span of the product is known as \_\_\_\_\_.

- a. Product mix
- b. Product positioning
- c. Product life cycle
- d. Product research

**Answer: Product life cycle**

19. During \_\_\_\_\_ stage, the product is launched in the market.

- a. Growth
- b. Development
- c. Introduction
- d. Maturity

**Answer: Introduction**

20. \_\_\_\_\_ is a name or mark intended to identify the product and differentiate it from competing products.

- a. Position
- b. Promotion
- c. **Brand**
- d. Product line

**Answer: Brand**

21. Logo, design, packaging, slogan are components of \_\_\_\_\_.

- a. Price mix
- b. Promotion mix
- c. **Brand mix**
- d. Place mix

**Answer: Brand mix**

22. \_\_\_\_\_ means the value of brand in the market.

- a. Brand image
- b. Brand awareness
- c. Brand loyalty
- d. **Brand equity**

**Answer: Brand equity**

23. The package, which has enclosed the actual commodity is called \_\_\_\_\_.

- a. Primary packaging
- b. Secondary packaging
- c. Transit packaging
- d. External packaging

**Answer: Primary packaging**

24. \_\_\_\_\_ is an act of designing the company's offering and image to occupy a distinctive place in the minds of the people.

- a. Packaging
- b. Branding
- c. **Positioning**
- d. Targeting

**Answer: Positioning**

25. Cost, product quality, profit expected are \_\_\_\_\_ factors influencing pricing decision.

- a. Internal
- b. External
- c. Legal
- d. Informal

**Answer: Internal**

26. Under \_\_\_\_\_ strategy a seller charges the same price to all customers who buy identical quantities of a product.

- a. Market skimming pricing
- b. Market penetration pricing
- c. One pricing
- d. Flexible pricing

**Answer: One pricing**

27. \_\_\_\_\_ is an unpaid form of promotion-mix.

- a. Advertising
- b. Salesmanship
- c. Publicity
- d. Sales promotion

**Answer: Publicity**

28. \_\_\_\_\_ channel is also known as 'Zero level' marketing channel.

- a. Multi-level
- b. Multi-channel
- c. Direct
- d. Indirect

**Answer: Direct**

29. The objective of \_\_\_\_\_ is to make products available at the right place at the right time and in right quantities.

- a. Positioning
- b. Promotion
- c. Physical distribution
- d. Pricing

**Answer: Physical distribution**

30. In \_\_\_\_\_ the manufacturers, wholesalers and retailers proceed as an integrated system.

- a. Vertical channel
- b. Horizontal channel
- c. Multi-channel
- d. Multilevel marketing

**Answer: Vertical channel**

31. \_\_\_\_\_ involves face to face communication between the seller and the potential buyer.

- a. Sales promotion
- b. Salesmanship
- c. Advertising
- d. Public relation

**Answer: Salesmanship**

32. Free samples, coupons, discount, contests are examples of \_\_\_\_\_.

- a. Publicity
- b. Salesmanship
- c. Sales promotion
- d. Public relation

**Answer: Sales promotion**

33. \_\_\_\_\_ is a form of direct marketing.

- a. Publicity
- b. Sales promotion
- c. Telemarketing
- d. Public relations

**Answer: Telemarketing**

34. \_\_\_\_\_ refers to integrating all the methods of promotion to promote a particular product or service among the target customers.

- a. Publicity
- b. Integrated marketing communication
- c. Sales promotion
- d. Public relations

**Answer: Integrated marketing communication**

35. Asking referrals from the customers, reward proper scouting, identifying good leads from bad ones is \_\_\_\_\_ step of personal marketing.

- a. Pre-approach
- b. Approach
- c. Prospecting and qualifying
- d. Closing

**Answer: Prospecting and qualifying**

36. What is the next step after “Need and Problem identification” in personal selling process?

- a. Dealing with objectives
- b. Presentation and demonstration
- c. Negotiation
- d. Follow up

**Answer: Presentation and demonstration**

37. What is the next step after “negotiation” in personal selling process?

- a. Need and problem identification
- b. Closing the sale
- c. Dealing with objectives
- d. Follow up

**Answer: Closing the sale**

38. The purpose of supply chain management is \_\_\_\_\_.

- a. Provide customer satisfaction
- b. Improve quality of a product
- c. Integrating supply and demand management
- d. Increase production

**Answer: Integrating supply and demand management**

39. \_\_\_\_\_ is a code of values and principles that govern the actions of a person regarding what is right and what is wrong.

- a. Moral
- b. Ethics
- c. Assumption
- d. Attitude

**Answer: Ethics**

40. \_\_\_\_\_ is known as runner-up firms.

- a. Market follower
- b. Market leader
- c. Market challenger
- d. Market nichers

**Answer: Market challenger**

41. \_\_\_\_\_ is a direct attack, wherein the market challenger matches with the competitor's product, price, advertising and promotion activities.

- a. Flank attack
- b. Frontal attack
- c. Bypass attack
- d. Encirclement attack

**Answer: Frontal attack**

42. \_\_\_\_\_ is to copy some aspects from the leaders product but maintain differentiation in terms of packaging and other factors.

- a. Counterfeiter
- b. Cloner
- c. Imitator
- d. Adaptor

**Answer: Imitator**

43. In Rural Area Prices should be \_\_\_\_\_ to the customers.

- a. Premium
- b. Affordable
- c. Unaffordable
- d. Same

**Answer: Affordable**

44. Four A's of rural marketing mix are affordability, availability, awareness and \_\_\_\_\_.

- a. Achievement
- b. Acceptability
- c. Acknowledgment
- d. Adjustment

**Answer: Acceptability**

45. Goods are sold in small packets in \_\_\_\_\_ markets.

- a. Urban
- b. Semi-urban
- c. Rural
- d. World

**Answer: Rural**

46. \_\_\_\_\_ is the marketing of products that are regarded to be safe for the environment.

- a. Social marketing
- b. Green marketing
- c. Rural marketing
- d. Digital marketing

**Answer: Green marketing**

47. The main objective of digital marketing is to \_\_\_\_\_.

- a. Replace traditional channels
- b. Be present on all channels
- c. Increase followers
- d. Quick communication with customers

**Answer: Quick communication with customers**

48. First phase of green marketing is termed as \_\_\_\_\_.

- a. Ecological
- b. Environmental
- c. Sustainable
- d. Economical

**Answer: Ecological**

49. Communication skill is a part of \_\_\_\_\_ skills.

- a. Hard
- b. Soft
- c. Rough
- d. Short

**Answer: Soft**

50. Targeting \_\_\_\_\_ may lead to brand failure.

- a. Single segment
- b. Multiple segments
- c. Wrong audience
- d. Entire market

**Answer: Wrong audience**