

MODEL OBJECTIVE QUESTIONS

15 Marks

Q1. Re-write the following sentences by choosing the appropriate option from given below:-

5 Marks

1. _____ is the process of identifying, anticipating and satisfying consumer requirements profitably.
a) **Marketing** b) Selling c) Distribution d) Advertising
2. _____ plays a positive role in solving marketing problems faced by enterprises.
a) **Marketing Research** b) Consumer Behavior c) Product Concept d) CRM
3. _____ includes all facts, estimates, opinions and other data used in marketing decision making.
a) **MIS** b) CRM c) Marketing Opportunity Analysis d) Buying Process
4. _____ Concept aims at a balance between society's welfare, customer satisfaction, and company's profits.
a) Marketing concept b) **Societal concept** c) Selling concept d) Modern concept
5. _____ means dividing the total market for a product into different parts & segments.
a) Marketing b) MIS c) CRM d) **Market Segmentation**
6. A Market within a market is called _____ Market.
a) Market Opportunity Analysis b) Market Research
c) Market Information System d) **Niche**
7. _____ refers to the set of products which are offered for sale by a firm.
a) **Product mix** b) Market segmentation c) promotion mix d) place mix
8. _____ is a process of extending a brand name to more products.
a) **Brand extension** b) Band selection c) Band Equity d) Band image

9. Under _____ pricing policy manufacturer charges very high price in the initial period then reduces gradually.
a) Marginal cost b) Mark-up c) Break-even d) **Skimming**
10. Marketing of products that are environmentally safe is called _____.
a) Rural marketing b) social marketing c) Event Marketing d) **Green marketing**
11. _____ involves gathering, recording, analyzing data about marketing problems.
(a) Product design b) **Marketing research** c) Personal selling d) MIS
12. _____ concept of marketing assumes that customers will prefer those products which are aggressively promoted.
a) exchange concept b) **Selling concept** c) Marketing concept d) societal concept
13. _____ is the small market segment.
a) **Niche market** b) Market Mix c) Brand Extension d) Global Market
14. Creating a brand image in the mind of the consumer is known as _____.
a) Brand extension b) brand equity c) product Mix d) **brand positioning**
15. Marketing is _____ oriented concept.
a) **Consumer** b) Producer c) Trade d) Government
16. _____ means assembling, processing, analyzing, storing and evaluating data
a) **MIS** b) Marketing Research c) MOA d) Market Segmentation
17. _____ Segmentation is useful when an organization is dealing in different regions.
a) Psychographic b) Behaviouristic c) Socio economic d) **Geographic**
18. Repeat purchase by satisfied customer is called _____.
a) **brand loyalty** b) brand equity c) brand extension d) brand positioning
19. In _____ a firm fixes prices in order to achieve a particular level of return on investment.
a) Perceived value b) target return pricing c) **cost plus pricing** d) BEP Price

20. The ----- concept of marketing revolved around profit maximization.
a) **Traditional marketing** b) Modern Marketing c) Societal concept d) Product concept
21. According to -----concept, exchange of a product between the seller and the buyer is the central idea of marketing.
a) **Exchange** marketing b) Modern Marketing c) Societal concept d) Product concept
22. The -----Concept starts with determining consumer wants and ends with the satisfaction of those wants.
a) Traditional marketing b) **Modern Marketing** c) Societal concept d) Product concept
22. -----data is the original data i.e. it is the first hand information collected by the researcher.
a) **Primary** b) Secondary c) Readily available d) Printed
23. Data available from sources within the organization are called -----sources.
a) **Internal** b) External c) Primary d) Secondary
24. In -----segmentation, market is divided on the basis of variables such as nations, regions, cities, states, locality etc.
a) **Geographic** b) Demographic c) Psychological d) Sociographic
25. The _____concept of marketing revolved around profit maximization.
a) Production b) Societal c) **Traditional** d) Exchange
26. _____data refers to the data which is readily available.
a) Primary b) analytical c) **Secondary** d) Research
27. In _____segmentation, consumers are divided on the basis of psychological traits such as emotions, life styles and personality.
a) Behavioral b) Geographic c) Demographic d) **Psychographic**
28. The process of creating, maintaining & enhancing valued relations with customers is _____.
a) **CRM** b) MIS c) MR d) Consumer Behavior

29. The _____ starts with determining consumer wants and ends with the satisfaction of those wants.
a) **Marketing concept** b) Exchange Concept c) Production concept d) Product concept.
30. In -----segmentation, consumers are divided on the basis of psychological traits such as emotions, behavior and mind.
a) Geographic b) Demographic c) **Psychological** d) Sociographic
31. -----segmentation is done on the basis of product related behavior such as product usage rate, user status, loyalty pattern, buying motives, attitudes and responses etc.
a) Geographic b) Demographic c) Psychological d) **Behavioral**
32. -----marketing involves marketing the product to a selected segment.
a) **Niche** b) Test c) Retail d) Survey
33. -----is the exchange value of a product i.e. the amount for which a thing is bought or sold.
a) Value b) **Price** c) Return d) Payment
34. ----- goods are also called prestige goods, appeal to the ego of the buyer.
a) **Premium** b) consumer c) Essential d) costly
35. -----goods are those goods used by household consumers for non-business purpose.
a) **Consumer** b) Luxurious c) Premium d) Industrial
36. ----- marketing includes all activities in moving agricultural products from the producer i.e. the farmer to the consumer.
a) **Agriculture** b) Industrial c) Retail d) Event
37. ----- includes all the activities involved in selling goods or services to final consumers for ultimate consumption.
a) **Retailing** b) Whole selling c) Sale or Return d) E-marketing
38. ----- refers to the process of selling products or services based on their environmental benefits.
a) **Green Marketing** b) Telemarketing c) On line marketing d) Social marketing

39. ----- refers to the application of basic marketing principles to the design and implementation of programs and information campaigns that advance social causes.
 a) **Social marketing** b) Event marketing c) E-marketing d) Modern Marketing
40. The important element of marketing mix that is used to inform, persuade & remind the market regarding the organization or its product is called _____mix.
 a) Price b) Product c) Promotion d) Place
41. Under _____, high price is charged in order to recover a part of investment at initial stage.
 a) Penetration pricing b) **skimming pricing** c) break-even pricing d) Marginal costing.
42. According to _____, human need can be arranged in a hierchy.
 a) McGregor b) **Abraham Maslow** c) Elton Mayo d) Herzberg
43. _____relates to physical distribution of goods.
 a) Channel of distribution b) **Logistics** c) Selling d) Direct Marketing
44. In_____ marketing the manufacturer directly reaches the consumer on telephone.
 a) **Tele** b) direct c) Internet d) Green

Q.2 Match the pairs:

5 Marks

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|-------------------------------|----------------------------------|
| 1) Marketing Mix | Blending of 4P's |
| Consumer Behavior | Uncertain |
| Brand loyalty | Repeat Purchase |
| Market opportunity Analysis | Identify consumers |
| Market Segmentation | Division of total market |
| Consumer Behavior | Psychological Factors |
| 2) CRM | Customer Relationship Management |
| Holistic Concept of Marketing | Philip Kotler |
| MIS | Future Oriented |
| CRM | Customer loyalty |
| Market Segmentation | Heterogeneous Market |

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| <p>3) Selling Concept
Marketing Research
Consumer behavior
Market Segmentation
Brand Positioning</p> <p>Skimming Price
Public Relations
Services Marketing
Internet Marketing</p> | <p>Emphasis on promotional effort
Gathering, recording an analysis of data
Undergoes a change
Psychographic
Creates in the mind of target customer the intended image for the brand</p> <p>To charge a higher price
Press Release
Intangibility
Electronic Presence</p> |
| <p>4) Selling Concept
Production Concept
Product Concept
Marketing Concept
Societal Concept</p> | <p>Widely available goods at low price
Good quality goods
Customer needs and wants
Green goods
Relationship with various stakeholders
Consumers buy whatever available.</p> |
| <p>5) Geographic Segmentation
Demographic Segmentation
Sociographic Segmentation
Psychographic Segmentation
Behavioral Segmentation</p> | <p>Region
Culture
Gender
Personality
Usage Rate</p> |
| <p>6) Publicity
Advertising
Sales Promotion
Salesmanship
Trade Fairs
Internet marketing
Selling Points
After-sale-service</p> | <p>Non-paid form
Creates awareness
Discounts
Persuasion
Product demonstration
Relations with public</p> |
| <p>7) Social Marketing
Green Marketing
Event Marketing
Telemarketing
Retail Marketing
Environmentally safe products</p> | <p>Local Market
Call centers
B-to-B Marketing
B-to-C Marketing
Marketing of product launch
Marketing of merit goods</p> |

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|---|--|
| a) Place Mix | i) involves marketing intermediaries |
| b) Service Marketing | ii) personal care |
| c) Green marketing | iii) Eco-friendly marketing |
| d) Brand positioning
image for the brand | iv) Creates in the mind of target customer the |
| e) Internet Market | v) Reach global customers |
| f) Rural Marketing | vi) Agricultural dependent |
| g) Promotion Mix | vii) Advertising. |
| h) Brand Equity | viii) Incremental value of brand |
| i) Brand Extension | ix) Existing name used for new product |
| j) Price Mix | x) Rebates |

Q.3 State whether the following statements are true or false:

5 marks

1. Marketing is related to placement function. False
2. Marketing fails to enhance society's welfare. False
3. Marketing creates different forms of utility. True
4. Performance test is an important functional area of marketing. False
5. Product concept emphasizes on increase in production. False
6. Marketing opportunity is directly related to collection and evaluation of data. False
7. Exchange concept lays emphasis on social responsibility. False
8. MIS is wider in scope. True
9. Market segmentation involves integration of product, price, promotion and place. False
10. Demographic segmentation lay emphasis on rural and urban divide. False
11. CRM increases customer complaints and grievances. False
12. Marketing mix is related to division of a market into segments. False
13. Push strategy encourages personnel manager to increase the fringe benefits of an employee. False
14. PLC is related to development and training of employees. False
15. Value of a brand is called brand equity. True
16. Break-even pricing tries to recover the investment at the earliest. False
17. Skimming price charges a very low price at the early stage of product introduction. False
18. In services marketing, services performance will remain consistent to all customers. False

19. In services marketing, services can be easily separated from the service provider. False
20. In services marketing, the service provider can customize the services as per the needs of individual customers. True
21. Event marketing is marketing of products that are environmentally safe. False
22. On-line is highly inconvenient to the customers. False.
23. The terms 'marketing' and 'selling' are synonymous. False
24. Marketing is concerned with mass markets. False
25. The societal concept of marketing considers only societal interest. False
26. Marketing is influenced only by micro environmental factors. False
27. The terms 'brand image' and 'brand equity' are synonymous. False
28. Marketing research includes only consumer research. False
29. The production concept places emphasis on marketing research. False

30. Consumer behavior is influenced only by marketing factors. False
31. Buying motive is an important situational factor that influences consumer behavior. True
32. The consumer behavior of all urban youths is universal in nature. False
33. The age factor is an important psychological factor that influences buyer's behavior. False
34. Customer relationship management is concerned with managing detailed information about individual customers to maximize customer loyalty. True
35. Data warehousing and data mining is used to manage customer relationship. True
36. Marketers need not know the product's perception of the customers. False
37. Marketing mix is a static concept. False
38. Marketing mix is influenced by environmental factors. True
39. The variables in marketing mix are interrelated. False
40. A company adopts the same marketing mix for all its products. False
41. Generally, at the introduction stage, advertising is undertaken to create brand awareness. True
42. Brand extension refers to extension of products in the product mix of a company. True
43. Brand positioning gives a general image to a brand in relation to competing brands. True

44. Direct channels can be used for perishable items. True
45. Generally, services are totally tangible in nature. False
46. Services are highly perishable in nature. True
47. Customers often judge quality of service based on assessment of people providing services.
True
48. There is highly density of population in rural areas. false
49. There is excellent infrastructure in terms of roads and power in rural areas of India. False
50. Social marketing aims at promoting merit goods which are socially desirable. True
51. Internet marketing is declining in India every passing year. False
52. Test marketing means introducing a product in a small segment of the product. (T)
53. Life style of a person does not affect his buying behavior. (F)
54. The behavioral segmentation of market is based on gender, age, income, education of customer, (F)
55. The introduction stage begins when a new product is launched for the first time in the market. (T)
56. CRM increases customers' complaints & grievances. (F)
57. Skimming the cream policy charges a very high price at the early stage of product introduction. (T)
58. Niche marketing involves marketing the product to everyone. (F)
59. The direct channel of distribution is also called as zero level marketing channels. (T)
60. Services are produced and consumed simultaneously. (T)
61. The main benefit of green marketing is sustainable development. (T)