

TY BCOM (SEM V)

MARKETING

MULTIPLE CHOICE QUESTIONS

- 1) According to _____ concept, consumers will prefer products that offer best quality, performance or innovative features.
a) Product b) Exchange c) Production d) Selling
- 2) _____ data refers to the information which is readily available.
a) Primary b) Secondary c) Section d) Political
- 3) Under _____ pricing strategy, higher price is charged at the time of introduction
a) Penetration b) Duel c) Skimming d) Follow the leader
- 4) Brand _____ is a strategy in which a firm uses an existing brand name to introduce a new product
a) extension b) positioning c) equity d) loyalty
- 5) Advertising is _____ in nature
a) private b) personal c) non-personal d) direct
- 6) The marketing concept was replaced by _____ after 1980
a) selling concept b) societal concept c) holistic concept d) relationship concept
- 7) Marketing brings transfer of _____ of goods
a) possession b) ownership c) place d) dissolution
- 8) Strategic marketing management is an _____ system
a) Inside b) inward c) integrated d) issue
- 9) CRM is _____ process
a) unilateral b) multilateral c) multifaceted d) mixed
- 10) Social marketing makes _____ presentation
a) single b) double c) comprehensive d) normal
- 11) MIS operates with _____ and accuracy
a) sound b) speed c) calculation d) silence
- 12) Marketing research is a type of _____ intelligence
a) economic b) social c) commercial d) financial
- 13) Consumers are influenced by _____ group
a) Dynamic b) aspirational c) inspirational d) dynamic
- 14) _____ is the first step in buying decision
a) Information search b) Need recognition c) Inviting tender d) Purchase decision
- 15) Market segmentation _____ the total market
a) multiplies b) subtracts c) divides d) increases
- 16) In geographic segmentation, the market is divided into _____ entities
a) geographical b) psychological c) economic d) natural
- 17) Niches are _____ market
a) Tiny b) small c) large d) largest
- 18) Product positioning removes _____ errors
a) Application b) positioning c) image d) strategy
- 19) A consumer buys the _____ of the product
a) package b) advantages c) delivery d) presentation
- 20) The elements of marketing mix includes _____

- a) Position b) placement c) price d) procurement
- 21) Products are _____
- a) Mortal b) immortal c) lifelong d) downtrend
- 22) Brand equity has _____ value
- a) Depreciation b) incremental c) balancing d) auditing
- 23) _____ is a long term pricing strategy
- a) skimming pricing b) penetration pricing c) probe pricing d) transfer pricing
- 24) Competition based pricing is also called as _____ pricing
- a) Value b) parity c) flexible d) uneven
- 25) Small manufactures adjust pricing by following the _____
- a) Competitor b) leader c) distributor d) suppliers
- 26) When product performance is more than customer expectations, it results in _____
- a) customer delight b) customer satisfaction c) customer dissatisfaction d) customer astonishment
- 27) _____ concept of marketing assumes that customer will prefer those products which are aggressively promoted
- a) Selling b) Marketing c) Societal d) Holistic
- 28) _____ concept of marketing starts with identifying customer wants and ends up with the satisfaction of these wants
- a) Marketing b) Production c) Selling d) Product
- 29) _____ strategy refers to introduction of new products in the market
- a) Product development b) Market development c) Market penetration d) Market Survey
- 30) _____ is the outcome of large scale production and distribution
- a) Marketing research b) Economies of scale c) MIS d) CRM
- 31) _____ is the incremental value of a brand over and above its physical assets
- a) Brand Image b) Brand loyalty c) Brand Equity d) Branding
- 32) _____ research enables the marketer to identify the preferences of customers
- a) Market b) Dealer c) Retailer d) Consumer
- 33) Marketing decision support system is an important component of _____
- a) MIS b) brand research c) marketing research d) consumer research
- 34) _____ data is the first hand information collected for research
- a) Primary b) Secondary c) Outdated d) Rough
- 35) _____ is an important element of demographic segmentation
- a) Life style b) Locality c) Attitude d) Age
- 36) _____ marketing refers to marketing to small segment of the market
- a) Special b) Small c) Niche d) Modern
- 37) _____ marketing differentiated a firm from its competitors
- a) Relationship b) Integrated c) Strategic d) Modern
- 49) Observation is an important method of _____
- a) collection b) analysis c) interpretation d) mining
- 50) Market segmentation is the _____ activity of the manager
- a) tertiary b) primary c) secondary d) final
- 51) _____ is an important element of sociographic segmentation
- a) Culture b) Age c) Usage rate d) Society
- 52) _____ is an important element of behavioural segmentation
- a) Gender b) Region c) Buying motives d) income level

- 53) _____ involves gathering, recording, analyzing data about specific marketing problems
 a) Market segmentation b) R & D c) Marketing research d) Marketing intelligent system
- 54) _____ of distribution is the route taken by the title to the product as it moves from the producer to the ultimate consumer or industrial user.
 a) Highway b) Canal c) Channel d) Place
- 55) _____ awards are given to those customers who are loyal to the organization and its products.
 a) Jury b) National c) State d) Patronage
- 56) Advertising is _____ in nature.
 a) Non-personal b) personal c) special d) private
- 57) _____ selling is used in case of complex and expensive products and in markets with fewer buyers.
 a) Aggressive b) Forceful c) Public d) Personal
- 58) A _____ level channel is one in which there are no intermediaries.
 a) Zero b) One c) Two d) Three
- 59) _____ is the personal communication of information, to persuade someone to buy something.
 a) Personal selling b) Sales promotion c) Direct marketing d) Advertising
- 60) _____ is defined as "Any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor".
 a) Personal selling b) Sales Promotion c) Directing marketing d) Advertising
- 61) _____ Promotional tools are those tools which are directed towards ultimate consumer.
 a) Trade b) Sales force c) Consumer d) Intermediaries
- 62) Marketing channels form a sub-variable of _____ mix.
 a) Place b) price c) promotion d) product
- 63) Marketing _____ creates time, place & possession utilities.
 a) Plan b) department c) channels d) idea
- 64) Promotion mix is also called _____ mix.
 a) Place b) communication c) price d) marketing
- 65) _____ involve a variety of programmes designed to promote or protect the company's image or its individual products.
 a) Personal selling b) Sales Promotion
 c) Direct marketing d) PublicRelation
- 66) _____ are short-term incentives like discounts, samples etc. to stimulates demand for the product.
 a) Personal selling b) Sales promotion c) Direct Marketing d) Advertising
- 67) _____ promotion tools are promotional tools directed towards the intermediaries like the wholesalers and retailers in order to motivate them to stock the manufactures brand and resell it to the consumers.
 a) Trade b) Sales force c) Consumer d) Manufacturer
- 68) _____ promotion tools are useful in gathering business leads, motivating sales force to greater efforts and to aggressively push the product in the market to increase sales.
 a) Trade b) Sales force c) Consumer d) Intermediaries

- 69) Integrated Marketing Communication is a _____ approach of communication.
 a) Unified b) Diversified c) Scattered d) non of the above
- 70) _____ are the skills required for effective selling.
 a) Communication skill b) Interpersonal skill c) Physical qualities d) All of the above
- 71) _____ is the first step in the personal selling.
 a) Prospecting b) Approach c) presentation d) Follow-up
- 72) _____ are the components of sales management.
 a) Recruiting sales people b) Sales planning c) Motivating Sales people
 d) All the above
- 73) _____ are the elements of promotion.
 a) Sales promotion b) Direct Marketing c) Advertising d) All the above
- 74) _____ is a component of supply chain management.
 a) Inventory management b) Warehousing c) Return of goods d) All the above
- 75) In _____ channel, two or more stages of a distribution channel are combined and managed by one firm.
 a) Vertical b) Horizontal c) Multi-level d) none of the above
- 76) _____ channel, of distribution is an arrangement wherein two or more producers at the same level join together for marketing their products.
 a) Vertical b) Horizontal c) Multi-level d) none of the above
- 77) In _____, companies sell their products directly to the consumers by eliminating intermediaries from the channel of distribution.
 a) Personal selling b) Sales promotion c) Direct marketing d) public relation
- 78) A _____ is an assurance given about the quality of a product sold.
 a) Promise b) warranty c) statement d) logo
- 79) Luxury goods like diamonds are sold through _____ channel.
 a) direct b) two level c) long d) indirect
- 80) Manufacturer – consumer is also known as _____ channel.
 a) Zero level b) one level c) two level d) none of above
- 81) _____ is not a canalizing agency.
 a) MMTC b) STC c) DTC d) All of above
- 82) In _____ system, one channel member dominates the others.
 a) Vertical b) Horizontal c) Multilayered d) crossed
- 83) _____ marketing is also known as pyramid selling.
 a) Multi channel b) Multi layered c) Third party d) None of above
- 84) Amway uses _____ marketing strategy.
 a) Multi channel b) Multi layered c) Third party d) None of above
- 85) The term supply chain management was first used by _____.
 a) Keith Oliver b) Peter Drucker c) William Stanton d) Philip Kotler
- 86) _____ aims at seeking immediate responses from customers.
 a) Advertising b) Publicity c) Sales promotion d) media
- 87) _____ involves face-to-face communication.

- a) Advertising b) Publicity c) Salesmanship d) News paper
- 88) Industrial goods are promoted through _____.
- a) Advertising b) Telemarketing c) Public Relation d) door to door sale
- 89) _____ is the last step in supply chain management.
- a) Plan b) Delivery c) Return d) None of above
- 90) _____ refers to the extra incentives that the channel intermediaries get to stock and promote the products.
- a) Push commission b) Pull incentives c) Extra credit period d) interest
- 91) The main objectives of advertising is to _____.
- a) Create awareness b) increase sales c) increase profits d) profit
- 92) _____ involves preparing and placing attractive displays of a new product.
- a) Merchandising b) Salesmanship c) Sales Promotion d) Agent
- 93) _____ system take place when two or more stages of a distribution channel are combined and managed by one firm.
- a) Vertical Marketing b) Horizontal c) Third party Logistic d) None of above
- 94) _____ is form of consumer oriented promotion techniques.
- a) Exchange offer b) Trade discount c) Dealer conferences d) None of the above
- 95) _____ helps in protecting the goods from damage during transportation.
- a) Packaging b) Tracking c) Insurance d) None of the above
- 96) _____ is an unpaid form of promotion mix.
- a) Publicity b) Advertising c) Salesmanship d) Agency
- 97) _____ is the exchange value of a product.
- a) Product b) Place c) Price d) Promotion
- 99) _____, a marketing expert coined the expression 'marketing mix'.
- a) Philip Kotler b) William Stanton c) Henry Fayal d) James Culliton
- 100) _____ is the term that is used to described the combination of the four inputs that constitute the core of a company's marketing system : the product, the price structure, the promotion activities and the distribution system.
- a) Customer segmentation b) Customer relationship c) Marketing mix d) Marketing strategy
- 101) A _____ can be defined as anything that is offered for sale in the open market.
- a) Product b) Place c) Price d) None of the above
- 102) Under _____ the market strategy higher price is charged at the time of introduction.
- a) skimming b) venturing c) penetrating d) Piercing
- 103) An appropriate marketing mix helps in achieving _____ returns with limited resources.
- a) minimum b) maximum c) marginal d) trivial
- 104) _____ is the exchange value of product.
- a) Profit b) Price c) Investment d) Cost
- 105) Under market _____ pricing strategy the manufacturer charges low price for his product when it is introduced in the market.
- a) Penetration b) Liquidity c) Image d) Skimming
- 106) _____ facilitates detailed information to the prospective customer.
- a) Trade fairs b) Advertising c) Sponsorship d) None of the above
- 107) During _____ stage the product is launched in the market.

- 108) _____ when registered becomes a trademark.
 a) Inception b) growth c) Maturity d) Decline
 a) Brand b) Product c) Trademark d) None of the above
- 109) During _____ stage, demand for the product as well as profits increase.
 a) Inception b) growth c) Maturity d) Decline
- 110) _____ is anything that satisfies people needs and wants.
 a) Brand b) Product c) Trademark d) None of the above
- 111) Redesigning enables _____ of the brand.
 a) Positioning b) repositioning c) promotion d) endorsement
- 112) Brand fatigue enters into the mind of the customers during _____ stage.
 a) inception b) maturity c) decline d) growth
- 113) If _____ people are aware about the brand then equity would be more.
 a) few b) intelligent c) less d) more
- 114) Brand _____ involves purchasing the brand repeatedly over a period of time.
 a) fatigue b) transition c) less d) extension.
- 115) _____ is an unethical practice in marketing.
 a) Targeting to children b) Product counterfeiting c) Price war d) All the above
- 116) Role of consumer organization includes _____.
 a) consumer awareness b) organizing protests c) providing legal assistance
 d) all the above
- 117) Market _____ has a dominant position in the market.
 a) leader b) challenger c) follower d) nicher
- 118) _____ refers to online commerce transactions between business.
 a) B2B b) B2C c) C2C d) None of the above
- 119) _____ marketing refers to marketing of products that are environmentally safe.
 a) Societal b) Social c) Traditional d) Green
- 120) SMS refer to _____.
 a) short message service b) short media service c) short marketing service
 d) none of the above
- 121) Ethical values in marketing includes _____.
 a) honesty b) fairness c) transparency d) all the above
- 123) _____ tries to protect weak sides or fronts.
 a) Position defense b) Flank defense c) Guerrilla attack d) none of the above
- 124) _____ refers to attacking the competitor from all the fronts simultaneously.
 a) Encirclement attack b) Frontal attack c) Guerrilla attack
 d) All the above
- 125) _____ are small firms that target small market.
 a) Leaders b) Niches c) Followers d) Challengers
- 126) Mobile marketing includes _____.
 a) MMS b) APPs c) SMS d) All the above
- 127) In _____ marketing the marketers pays compensation to third party to generate traffic or leads to company's product.
 a) Pay-per-click b) Affiliate c) content d) artificial intelligence

- 128) Zoozoos are advertisement characters promoted by _____ .
a) Airtel b) Jio c) Vodafone d) Idea
- 129) Nonconventional rural-centric media includes _____ .
a) Folk b) Newspapers c) Television d)
- 130) _____ is not a social media.
a) E-mail b) Face book c) LinkedIn d) Whatsapp
- 131) _____ means making subjective claims in advertising.
a) Exaggeration b) Surrogate c) Puffery d) All of the above
- 132) _____ is an example of anti-competitive practice.
a) Pool b) Corruption c) Puffery d) None of the above
- 133) The Consumer Protection Act in India was passed in _____ .
a) 1981 b) 1986 c) 1999 d) 1947
- 134) LIC is the _____ in life insurance sector in India.
a) nicher b) follower c) leader d) agent
- 135) _____ defense means protecting weak sides or fronts.
a) Position b) Flank c) Pre-emptive d) All the above
- 136) _____ attacks means small and sudden attacks on competitors.
a) Flank b) Bypass c) Guerrilla d) None of the above
- 137) A nicher serves _____ segment of the market.
a) very small b) small c) large c) tall
- 138) The word ethics is derived from _____ word 'Ethos'.
a) Greek b) German c) Latin d) Indian
- 139) Ethics is a branch of _____ .
a) philosophy b) psychology c) sociology d) all the above
- 140) Harmful product like cigarettes are promoted through _____ ads.
a) Surrogate b) advocacy c) social d) personal
- 141) _____ pricing helps to wipe out competition from the market.
a) Predatory b) Differential c) Premium d) All the above
- 142) _____ is a consumer organization in India.
a) AAAI b) CGSI c) ASI d) ISI
- 143) _____ organization assists the consumers in legal matters.
a) Consumer b) Social c) Political d) Business
- 144) _____ brand is marketed by Mondelez International.
a) Cadbury Dairy Milk b) Mercedes c) McDonald d) Parle-G
- 145) _____ defense strategy involves launching of an offence against the competitor before the latter starts an offence.
a) Pre-emptive b) Flanking c) Position d) None of the above
- 146) _____ attack is a combination of frontal and flank attack.
a) Encirclement b) Flank c) Frontal d) All the above
- 147) Cloner Strategy is followed by market _____ .
a) Follower b) leader c) challenger d) agent
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