

Marketing Awareness - IV

1. **Which of the following is a market on geographical basis?**
 - 1) Wholesale Market Mandis
 - 2) Bullion Market
 - 3) Foreign Exchange Market
 - 4) Future Markets
 - 5) None of these
2. **According to whom, Marketing serves as a link between a society's needs and its pattern of industrial response?**
 - 1) Brech
 - 2) American Marketing
 - 3) Kotler
 - 4) Kindfleiter
 - 5) Graham
3. **According to which marketing concept, customers, if left alone will not buy enough of the products of an organisation?**
 - 1) Production concept
 - 2) Product concept
 - 3) Selling concept
 - 4) Integrated Marketing concept
 - 5) Societal Marketing concept
4. **On which of the following fundamental premises is the Integrated Marketing Concept not based?**
 - 1) Target Market
 - 2) Customer Needs
 - 3) Inter - departmental cooperation & co-ordination
 - 4) Customer Satisfaction
 - 5) Profitability
5. **With reference to the differences between Selling and Marketing, which of the following statements is/are not correct?**
 - 1) Marketing focuses on the volume of profit
 - 2) Selling has short term goals
 - 3) Marketing focuses on the company's needs
 - 4) Selling focuses on the product
 - 5) Marketing focuses on the customer wants
6. **Which of the following is not an example of a Pure Tangible Good?**
 - 1) Beauty Parlor
 - 2) Bread
 - 3) Books
 - 4) Footwear
 - 5) None of these
7. **With reference to differences between Physical Goods and Services, which of the following statements is/are not correct?**
 - 1) In services, ownership is not transferred
 - 2) Production, distribution and consumption are simultaneous processes in Physical Goods
 - 3) Customers participate in the production process in Services
 - 4) Product and distribution are separated from consumption in Physical Goods
8. **Which of the following is/are distinct features of Services?**
 - 1) Intangibility
 - 2) Inseparability
 - 3) Perishability
 - 4) Heterogeneity
 - 5) All of these
9. **In Marketing Management, the process where Consumption & Production occur simultaneously is known as**
 - 1) Collateral
 - 2) Symbiosis
 - 3) Value Addition
 - 4) Servuction
 - 5) None of these
10. **Which of the following explains 'Moments of Truth' in marketing?**
 - 1) It explains a situation where the price of a good shocks the customer.

- 2) It explains inconsistency between a product and its advertisement.
- 3) It explains a situation where the customer figures out that a product is sub-standard
- 4) It explains a situation where the producer of a good learns that it is bound to flop in the market
- 5) It explains Interaction between Customers and employees

11. Through which of the following can 'Moments of Truth' be reduced?

- 1) ATMs
- 2) Coffee/Tea vending machines
- 3) Computer terminals
- 4) Both 1 and 2
- 5) All of the above

12. Which of the following comes under a Long Term Marketing Plan?

- 1) Capital expansion
- 2) Product development
- 3) Strategic alliances
- 4) Both 2 and 3
- 5) None of these

13. Which of the following comes under a Long Term Marketing Plan?

- 1) Interest rate deregulation
- 2) Foreign exchange rate deregulation
- 3) Technology (ATM, Branch Computerization, Internet banking, Core banking Solutions)
- 4) Liberalization in Branch licensing
- 5) All of the above

14. In Abraham Maslow's Need Hierarchy Theory, which of the following needs does not belong to the fourth level?

- 1) Self respect
- 2) Self confidence
- 3) Self reliance
- 4) Power and Control
- 5) Appreciation and applause

15. Which law states that consumer satisfaction (with the product) cannot be measured in absolute terms?

- 1) Pareto's Law
- 2) Hobbes Model
- 3) Maslow's Law
- 4) Freudian Law
- 5) Marshall Law

16. Which of the following habit-related goals are tried to be achieved by marketers?

- 1) Habit breaking
- 2) Habit acquisitioning
- 3) Habit reinforcement
- 4) Both 2 and 3
- 5) All of the above

17. Which of the following is/are not Marketing Applications of Marshallian Model?

- 1) The lower the price of the product, higher is the sales.
- 2) The lower the price of substitute products, the lower the sale of this product.
- 3) The lower the price of complementary products, higher is the sale of this product.
- 4) The higher the real income, lower is the sale of a product provided it is not an 'inferior' product
- 5) None of these

18. On which of the following concepts is the Pavlov Learning Model not based?

- 1) Drive
- 2) Cue
- 3) Response
- 4) Imposition
- 5) Reinforcement

19. Which of the following factors influence consumer behaviour in banking?

- 1) Location
- 2) Safety
- 3) Customer service
- 4) Range of services
- 5) All of these

20. According to the Service Quality Model, which of the following gap come in the way of Quality Service?

- 1) Difference between the Actual consumer Expectation and what management thinks is the expectation.
- 2) Difference between what the Management thinks is consumer expectation and the actual service Quality specifications.
- 3) Difference between Services Quality specified & Service actually delivered.
- 4) Both 1 and 2
- 5) All of these

21. What are the marketing activities of a firm under Gronroos Services Marketing Model?

- 1) External Marketing
- 2) Interactive marketing
- 3) Interactive marketing
- 4) Both 1 and 3
- 5) All of the above

22. Which of the following is not a criterion for market segmentation?

- 1) Segments should be measurable
- 2) Segments should be qualitative and sustainable
- 3) Segments should be meaningful
- 4) Segments should be useful
- 5) Segments should be reachable

23. Which of the following is also called volume segmentation?

- 1) Purchase Occasion
- 2) Usage Rate
- 3) Benefits Sought
- 4) User Status
- 5) Laggards

24. Under Benefit Segmentation, Persons who try to be modern and up-to-date in all its activities are known as

- 1) Status Seeker
- 2) Swinger
- 3) Hedonist
- 4) Rational

5) Inner-Directed

25. Which of the following is a stage of Market Research?

- 1) Collation
- 2) Whistle blowing
- 3) Yellow information
- 4) Derivation
- 5) None of these

26. What is the objective of marketing research?

- 1) Creating market awareness
- 2) Market creation
- 3) Decrease the cost risk of marketing
- 4) Assessment of the market
- 5) Determination of the market

27. Which of the following is a main method of qualitative research?

- 1) Survey of questionnaire
- 2) Compiling and tabulating data
- 3) Projective technique
- 4) Sampling
- 5) All of these

28. Which of the following is/are major uses of market research?

- 1) Sales & Market research
- 2) Product Research
- 3) Promotion related research
- 4) Business & Corporate Research
- 5) All of these

29. Which of the following is not a main sub-system of market information system?

- 1) Internal Accounting system
- 2) Marketing Intelligence system
- 3) Marketing Research system
- 4) Marketing Infiltration System
- 5) None of these

30. Which of the following is not correctly matched?

- 1) NDTV Profit – News you can Use.

- 2) Star Sports – We know your game
- 3) CNBC – Profit from it
- 4) Sahara – Emotionally yours
- 5) None of the above

31. According to Phillip Kotler, Services marketing has Three Ps, apart from the Four Ps. Which of the following is one of them?

- 1) Package
- 2) Patent
- 3) Process
- 4) Payment
- 5) Penetration

32. What is the term for a product doing everything potentially feasible to hold and attract the customers?

- 1) General Product
- 2) Hot product
- 3) Expected Product
- 4) Augmented Product
- 5) Potential Product

33. Hisdustan Bank offers a Mahila card with an Overdraft facility of ₹ 25000 which allows withdrawal in over 1000 Merchant outlets / ATMs all over India. The Customer gets reward benefits on purchases over ₹ 1000. If she purchases more than ₹ 15,000 worth at one time and pays the Overdraft before the month end she will become eligible for participating in the monthly Gold coin lottery that is conducted by a few of the merchant establishments in the City. What is the augmented product in this Mahila card?

- 1) Overdraft facility
- 2) ATM/Credit Card
- 3) Reqard Points
- 4) Gold coin lottery participation
- 5) The card itself

34. Which of the following factors does not influence the price of services?

- 1) Structure of the market

- 2) Type of the organization
- 3) Aggressive advertising
- 4) Price charged by competitors
- 5) Lifecycle stage of the service

35. Which of the following is an element of promotional mix?

- 1) Personal selling
- 2) Futures trading
- 3) Sales promotion
- 4) Both 1 and 3
- 5) All of these

36. Which of the following statements explain the features of banking during 1969-1991?

- 1) Dilution of Branch expansion norms
- 2) Bouquet of both traditional & modern products
- 3) De-regularization of Interest rates & exchange rates
- 4) Not very sensitive to risk management
- 5) All of these

37. Market definition can be in terms of

- 1) Size
- 2) Price
- 3) Product attributes
- 4) Both 2 and 3
- 5) All of these

38. Which of the key functions is/are served by branches of a bank?

- 1) Providing in-puts for future marketing activities
- 2) Sale of services
- 3) Providing in-puts for strategy decisions
- 4) Providing in-puts for product development
- 5) All of these

39. In which type of banking are bank branches backed up by a nearby, larger core branch?

- 1) Service Branch Banking

- 2) Adjacent Branch Banking
 - 3) Specialty Branch Banking
 - 4) Hub and Spoke Banking
 - 5) Collateral Banking
- 40. In which of the following ways, can product mix be adjusted to achieve goals?**
- 1) Market penetration
 - 2) Diversification
 - 3) Market development
 - 4) Product development
 - 5) All of these
- 41. Which of the following is characterized by 'developing and promoting an awareness of difference the advertiser's product and the products of the competitors'?**
- 1) Product differentiation
 - 2) Market segmentation
 - 3) Product segmentation
 - 4) Market diversification
 - 5) None of these
- 42. Which of the following is not a stage in Product Development?**
- 1) Idea generation
 - 2) Screening the ideas
 - 3) Discarding of an ideas
 - 4) Business analysis
 - 5) None of these
- 43. Which of the following functions is performed by packaging?**
- 1) Protection of the product
 - 2) Creating a brand name
 - 3) Generation of curiosity
 - 4) Providing value addition
 - 5) Imparting aesthetic touch to a product
- 44. Which of the following is an example of intermittent operation in delivery of service products?**
- 1) Self service hotels
 - 2) ATMs
 - 3) Educational Institutions
 - 4) Consultancy for projects
 - 5) All of these
- 45. Which of the following is/are not the objectives of pricing?**
- 1) Profit
 - 2) Survival
 - 3) Satisfaction
 - 4) Market share
 - 5) Product quality
- 46. Which of the following is the most common method used for pricing?**
- 1) Full cost pricing
 - 2) Marginal cost pricing
 - 3) Going rate pricing
 - 4) Promotional pricing
 - 5) None of these
- 47. Displays, shows and exhibitions, demonstrations, coupons, etc. are examples of the strategy of**
- 1) Advertising
 - 2) Personal selling
 - 3) Sales promotion
 - 4) Publicity
 - 5) Person to person communication
- 48. Which of the following is essential in sales promotion?**
- 1) Product differentiation
 - 2) Idea conception
 - 3) Ensuring availability of every good to every customer
 - 4) Market information
 - 5) All of these
- 49. Which is the fifth and the most important tool among the 7 Marketing Mix Tools in the Services Industry?**
- 1) Product
 - 2) People
 - 3) Price
 - 4) Promotion
 - 5) None of these
- 50. As per Bill Gates, which of the following is not included among desirable qualities in employees?**

- 1) Genuine interest in customers
- 2) Know customers needs
- 3) Desire to maximize profits
- 4) Maintain long-term approach skill development and motivation
- 5) Generate specific knowledge while having broad perspective

Answers

1. 3	2. 3	3. 3	4. 4	5. 3
6. 1	7. 1	8. 5	9. 4	10. 5
11. 5	12. 5	13. 5	14. 3	15. 1
16. 5	17. 4	18. 4	19. 5	20. 5
21. 5	22. 2	23. 2	24. 2	25. 1
26. 3	27. 3	28. 5	29. 4	30. 5
31. 3	32. 5	33. 3	34. 3	35. 4
36. 4	37. 5	38. 5	39. 4	40. 5
41. 1	42. 3	43. 1	44. 4	45. 3
46. 1	47. 3	48. 4	49. 2	50. 3

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