

Marketing Awareness - I

1. Sales are declining, profits are declining and competition is increasing. These indicate that the product may be in:
 - 1) Introduction stage
 - 2) Decline stage
 - 3) Growth stage
 - 4) All the above
 - 5) None of the above
2. If an existing product has to grow in an existing market, what should be the strategy?
 - 1) Product development
 - 2) Diversification
 - 3) Market development
 - 4) Market penetration
 - 5) None of these
3. Idea Screening is the first stage of:
 - 1) New product development
 - 2) Diversification
 - 3) Product modification
 - 4) None of the above
 - 5) All the above
4. Hindustan unilever launched Surf Excel and Surf Excel Matic. This is a _____ type of branding strategy:
 - 1) Line Extension
 - 2) Brand Extension
 - 3) New Brand
 - 4) Multi-Brand
 - 5) All the above
5. The three layers of packaging are:
 - 1) Primary, secondary, tertiary packaging
 - 2) Primary, secondary and shipping packaging
 - 3) Shipping, inner and outer packing
 - 4) None of the above
 - 5) All the above
6. The objectives of price can be:
 - 1) Profit
 - 2) Market share
 - 3) Cash flow
 - 4) All the above
 - 5) None of the above
7. In the English auction system, there is one seller and many buyers. Many times the seller _____.
 - 1) Sets floor or minimum price
 - 2) Sets ceiling or maximum price
 - 3) Gives discount if buyers form a group
 - 4) All the above
 - 5) None of the above
8. Mark-up pricing is a pricing ____ while as Geographic pricing is a pricing ____:
 - 1) method, strategy
 - 2) strategy, method
 - 3) process, policy
 - 4) policy, process
 - 5) None of these
9. Concentrated marketing is a strategy opted for:
 - 1) Market segmentation
 - 2) Market Research
 - 3) Marketing Mix
 - 4) None of these
 - 5) All the above
10. SBU means:
 - 1) Strategic Business Uses
 - 2) Strategic Business Unit
 - 3) Strategic Business Utility
 - 4) None of these
 - 5) All the above
11. Forecasting demand means:
 - 1) Assessing whether the inventories are sufficient
 - 2) Transporting the goods to the final

destination

- 3) Assessment of the demand for the products
- 4) None of the above
- 5) All the above

12. The functions of the distribution channel do not include:

- 1) Helping the company to do demand forecasting
- 2) Helping the customer in understanding and using the goods
- 3) Marketing research
- 4) Promotion of the sale of goods
- 5) None of the above

13. Home banking is an example of:

- 1) Direct marketing
- 2) Indirect marketing
- 3) Branch marketing
- 4) None of the above
- 5) All the above

14. A direct marketing channel is also called ____ level channel.

- 1) Zero
- 2) One
- 3) Two
- 4) Three
- 5) Four

15. A distribution channel has several _____ points.

- 1) Exchange
- 2) Distribution
- 3) Selling
- 4) Buying
- 5) None of these

16. The seven P's of service marketing in the context of banking services represent:

- 1) Product, price, promotion, place, process, physical evidence and people
- 2) Production, procurement, price, promotion, place, process and people
- 3) Purchase, presentation, price, promotion, people, payment and persistent
- 4) None of these
- 5) All the above

17. Low-price and high promotional spending is likely to succeed in ____ markets.

- 1) Large
- 2) Small
- 3) International
- 4) Local
- 5) None of these

18. Surf Excel was named so to take advantage of the existing brand value of Surf. This strategy can be classified as ____ strategy.

- 1) Brand growth
- 2) Brand extension
- 3) Branding
- 4) Bonding
- 5) Brand level

19. Though 'Pizza huts' are located in posh, air-conditioned premises, they continue call themselves as 'Pizza huts'. This is to take advantage of _____.

- 1) Local sentiment of wanting to eat in huts
- 2) Brand value
- 3) Brand recognition
- 4) Brand extension
- 5) Brand growth

20. When colour TVs were introduced in India for the first time, the manufacturers priced them very high. After the initial enthusiasm waned, they reduced the price. This type of pricing is called _____.

- 1) Price skimming
- 2) Market skimming
- 3) Exploitation pricing
- 4) 1 & 3
- 5) None of these

21. The term brand equity refers to:

- 1) The value attached to a brand name
- 2) A pull - out of economic Times news paper
- 3) Neither of the above
- 4) Both of the above
- 5) None of these

22. 'Orient your needs to your sales', is a ____.

- 1) Sales concept
- 2) Marketing concept
- 3) Management concept
- 4) Production concept
- 5) None of these

23. Identified sponsor is one of the features of:

- 1) Advertising
- 2) Publicity
- 3) Sales promotion
- 4) Personal selling
- 5) All the above

24. Marketing Myopia is a state in which a marketer is:

- 1) Preoccupied with product and selling and ignores customer
- 2) Customer oriented
- 3) Sales oriented
- 4) None of the above
- 5) All the above

25. 'VMS' means:

- 1) Virtual Mailing services
- 2) Vertical Marketing Services
- 3) Virtual Marketing Services
- 4) None of these
- 5) All the above

26. Value is the quotient of:

- 1) Revenue and cost
- 2) Cost and Benefit
- 3) Total cost and average cost
- 4) None of these
- 5) All the above

27. Advertising and sales promotion, public relations are three of the five tools of the promotion mix. The other two are:

- 1) Personal selling, Direct marketing
- 2) Home banking, Internet banking
- 3) Neither of the above

- 4) Physical evidence and People
- 5) None of the above

28. Public relation means building good relations with:

- 1) Consumers
- 2) Suppliers
- 3) Shareholders
- 4) All the above
- 5) None of the above

29. If the promotion efforts are directed to the final customer to induce him to buy the product, the strategy is termed as:

- 1) Pull strategy
- 2) Push strategy
- 3) Just in time strategy
- 4) None of the above
- 5) All the above

30. There are ____ stages in the buyer's readiness level:

- 1) Three
- 2) Four
- 3) Five
- 4) Six
- 5) All the above

31. Directing marketing does not cover ____.

- 1) Online Marketing
- 2) Public relations
- 3) Personal selling
- 4) Catalogue marketing
- 5) None of the above

32. Some banks are appointing ____ for their asset products.

- 1) Direct selling agents
- 2) Marketing executors
- 3) Special officers
- 4) All the above
- 5) None of these

33. The major risk in outsourcing in banking business is:

- 1) Credit risk
- 2) Exchange risk
- 3) Concentration risk
- 4) Reputation risk

5) None of above

34. Who issues the guidelines for Outsourcing in Banks?

- 1) SEBI
- 2) IRDA
- 3) RBI
- 4) All the above
- 5) None of these

35. RBI has issued guidelines permitting banks to employ ____ & ____ to facilitate business development with the aim of achieving financial inclusion.

- 1) Franchisees
- 2) Business correspondents
- 3) Business facilitators
- 4) 2 & 3
- 5) None of these

36. BEP Stands for:

1. Breaking equity point
2. Breaking every point of sales
3. Break Even Point
4. 1&2
5. None

37. What is professional ethics?

1. Marketing persons should read ethics
2. To keep ethics first and customer next
3. Interest and benefit of customer should be at forefront
4. Only 1 & 2
5. None

38. What do you mean by cold customer while classifying the prospects:

1. It takes lot of time to convince and convert him as Final Customer.
2. Such customers are to be convinced with cool mind
3. A customer who makes purchases in winter only
4. All the above
5. None

39. EMI can be a marketing tool when_____.

1. EMI is very low
2. EMI is very high
3. EMI is fluctuating
4. EMI is constant
5. All the above

40. Changes required in today's marketing are:

1. To have an investment rather than an expense view of the world
2. To move from 'share of market' mindset to 'share of customer'
3. To move from being 'product centric' business to 'customer centric' business
4. Only 1 & 2
5. All 1, 2, 3

41. HNI stands for:

1. Hindustan National Investment
2. High National Investment
3. High Net worth Individual
4. None of the above
5. Any of the above

42. Market Research is useful for_____.

- 1) Deciding proper marketing strategies
- 2) Deciding the selling price
- 3) Choosing the right product
- 4) Choosing the sales persons
- 5) All of these

43. A 'call' means _____?

- 1) Shout out to somebody
- 2) A profession or business
- 3) Visit friends
- 4) Visiting prospective customers
- 5) After - sales services

44. Conversion means _____.

- 1) Meeting a prospective client
- 2) Interacting with a prospective client
- 3) Converting a seller to a buyer
- 4) Converting a prospective client into a

buyer

5) None of these

45. Customization means ____.

- 1) Acquiring more customers
- 2) Regulating customers
- 3) Providing goods/services as per customer needs at affordable price
- 4) More products per customers
- 5) All of these

46. Value added services means ____.

- 1) Costlier products
- 2) Large number of products
- 3) Additional services
- 4) At par services
- 5) None of these

47. Aggressive marketing is necessitated due to ____.

- 1) Globalization
- 2) Increased competition
- 3) Increased production
- 4) Increased job opportunities
- 5) All the above

48. Efficient marketing style requires

- 1) Proper planning
- 2) Good communication
- 3) Team work
- 4) Knowledge of products
- 5) All the above

49. The performance of a sales person depends on ____.

- 1) Salary paid
- 2) Sales incentive paid
- 3) Size of the sales team
- 4) Ability, passion & willingness of the sales person
- 5) Team leader's aggressiveness

50. The sole aim of marketing is to ____.

- 1) Increasing sales through maximization of customer satisfaction
- 2) Increase the number of employees
- 3) Increase profits
- 4) Increase production
- 5) All of these

Answers

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