

## Marketing Awareness - II

1. **Banks facilitate payment services at merchant establishment through which of the following?**
  - a) ATM's
  - b) Branches
  - c) Debit cards
  - d) Credit cards
  - e) c & d
2. **More numbers of conversions indicates?**
  - a) Conversion or large number of leads into business
  - b) More purchases
  - c) More staff
  - d) More products
  - e) None of these
3. **The course of a product's sale and profit over its lifetime is called?**
  - a) The sales chart
  - b) The dynamic growth curve
  - c) The adoption cycle
  - d) The product life cycle
  - e) None of these
4. **Name environmental factor that can affect the pricing decisions of enterprise?**
  - a) Competitions
  - b) Economic climate
  - c) Government control
  - d) All of the above
  - e) None of these
5. **Which of the following is not correct with regard to marketing?**
  - a) Marketing is a management function
  - b) Marketing is a philosophy
  - c) Marketing is not limited to business activity alone
  - d) Marketing means selling
  - e) None of these
6. **Which of the following is not included in the brand of product?**
  - a) Name
  - b) Design
  - c) Sign
  - d) Symbol
  - e) None of these
7. **Digital marketing is similar to?**
  - a) Online market
  - b) Cold calling
  - c) Web designing
  - d) Outdoor marketing
  - e) None of these
8. **Which internal factor can affect the pricing decision enterprise?**
  - a) Company's objective
  - b) Company's brand image
  - c) Nature
  - d) Marketing channels
  - e) All of the above
9. **Which of the following statement is not a part of definition of marketing?**
  - a) It is a process of determining consumer demand for goods and services
  - b) It is a process of determining consumer demand for goods and services
  - c) It is a process of selling the goods and services that a firm produces
  - d) It is a process of satisfying consumer
  - e) None of these
10. **Which of the following is one of the examples of narrow concept?**
  - a) Soap
  - b) Fan
  - c) Table
  - d) Chair
  - e) All of the above
11. **Which crop is treated as the second most important agricultural crop of India?**
  - a) Wheat
  - b) Rice
  - c) Maize
  - d) Pulses
  - e) Mango

- 12. Focus of a marketing exercise is:**
- Consumer and consumer requirements
  - Market demand
  - Goods and services
  - Sale of products
  - All of the above
- 13. Which of the following is not a part of the marketing management?**
- Identification of business opportunities
  - Understanding the customer needs
  - Producing according to customer needs
  - Delivering as the customer convenience
  - All of the above
- 14. Who said that 'Stock Exchange is an association of brokers'?**
- L.H. Haney
  - Prof. Pankaj
  - Prof. Philip
  - Vinoba Bhave
  - Prof. B.D.Sharma
- 15. Which of the following is a function of the marketing management?**
- Collection and analysis of customer and competitor information
  - Planning and resource mobilisation
  - Implementation of the strategic plans
  - All of the above
  - None of these
- 16. Which of the following influences the pricing of a product or service?**
- Profit
  - Growth
  - Sustainability
  - All of the above
  - a & b
- 17. A firm has fixed its price at Rs.1999 rather than Rs. 2000, for its product. Such pricing strategy is called?**
- Psychological pricing
  - Discrimination pricing
  - Promotional pricing
  - Value pricing
  - Product-mix pricing
- 18. What is the main merit of Expert Opinion Method?**
- Easy
  - Simple
  - Time Saving
  - Economical
  - All of the above
- 19. Which of the following is an area where we find non-price competition?**
- Branding of services
  - Packaging of products
  - Advertisement of products
  - All of the above
  - None of these
- 20. Which of the following results from vertical integration by sellers or buyers?**
- Brokers
  - Merchant wholesalers
  - Manufacturers' sales branches and offices
  - Rack jobbers
  - None of these
- 21. What is the method used in demand forecasting of a new product?**
- Substitute approach
  - Evolutionary approach
  - Buyer's employment
  - Opinion of Experts
  - None of these
- 22. What is the cause of high marketing cost?**
- Advertisement changes
  - Packing expence
  - Trade mark charges
  - Transportation cost
  - All of the above
- 23. 3 main inputs (3 Cs) are taken into account while fixing price. Which of the following is not part of 3 Cs?**
- Customer's demand schedule
  - Cost function
  - Competitor's price

- d) Carrying cost of customer  
e) None of these
- 24. What is meant by search goods and products?**  
a) Which are Tangible  
b) Which can be Packaged  
c) Which can be touched  
d) Which can be seen  
e) All of the above
- 25. Which of the following is the first stage of product development?**  
a) Idea screening  
b) Concept testing  
c) Product development  
d) Test marketing  
e) Commercial launch
- 26. A producer who wants to carry his own marketing research, he faces the problem of \_\_\_\_\_.**  
a) Qualified people  
b) Trained researchers  
c) Infrastructure  
d) Government obligations  
e) Any or all of the above
- 27. A set of marketing tools that a business organization uses to market its product effectively is called?**  
a) Marketing mix  
b) Marketing of products  
c) Marketing tools  
d) Marketing strategies  
e) All of the above
- 28. In 4P model for marketing, the places relates to which aspects?**  
a) Distribution  
b) Production  
c) Transportation  
d) All of the above  
e) None of these
- 29. Which of the following banking product can be said to have nearly reached its maturity stage?**  
a) Saving bank account  
b) Cash certificate  
c) Term loans  
d) Bank Drafts  
e) None of the above
- 30. Which of the following additional tools are included in the marketing mix for services?**  
a) People  
b) Physical evidence  
c) Process  
d) All of the above  
e) None of these
- 31. If 'Tide' (detergent) is available in three pack sizes and two types of packages, what is the product depth?**  
a) Two  
b) Three  
c) Six  
d) Eight  
e) None
- 32. A sound marketing programme can not produce desired results, if it is not \_\_\_\_\_**  
a) Existed  
b) Assisted by elder person  
c) Implemented properly  
d) Planned properly  
e) All of the above
- 33. Which of the following is included under 4C corresponding to 4P for products mix?**  
a) Customer needs and wants  
b) Cost to the customer  
c) Convenience  
d) Communication  
e) All of the above
- 34. Services offered by the banks fall under which category of goods?**  
a) Tangible  
b) Those can be touched  
c) Intangible  
d) All of the above

- e) None of these
35. Which of the following is the first aspect of any business?  
a) Determination of marketing objectives  
b) Elimination of objective  
c) Formation of plan  
d) Execution of plan  
e) All of the above
36. Which of the following is not the level of the product under the customer value hierarchy?  
a) Core benefit  
b) Expected product  
c) Augmented product  
d) Potential product  
e) None of these
37. Which of the following is not an element of MIS (Marketing Information System)?  
a) Marketing Research  
b) Decision Support System  
c) Production Monitoring System  
d) All of the above  
e) None of the above
38. Price determination depends on:  
a) Market demand for the product/service  
b) Perceived value of the product/service  
c) Buyer Psychology  
d) Government Policy  
e) Any of the above
39. A seller offering to the buyers, a range of products, is called?  
a) Product Mix  
b) Product lines  
c) Product item  
d) Potential product  
e) None of these
40. A person who acts on behalf of some other person to sell a product/service is known as \_\_\_\_.
- a) Principal      b) Dinar      c) Labour  
d) Agent      e) Middleman
41. Which of the following can be called as discriminatory pricing?  
a) Sanction of Housing Loan to all customers at same rate of interest  
b) Sanction of Mortgage loan depending on the Annual Income  
c) Allowing half percent concession to girl students while sanctioning Education Loan  
d) Allowing half percent more interest in deposits to Senior Citizens  
e) c & d
42. \_\_\_\_\_ is the general term for a buying and selling process that is supported by electronic means.  
a) Internet commerce  
b) Web commerce  
c) Computer commerce  
d) Electronic commerce  
e) None of these
43. When producers, wholesalers and retailers are in a unified system, they comprise a \_\_\_\_\_.  
a) Conventional marketing system  
b) Power-based marketing system  
c) Horizontal marketing system  
d) Vertical marketing system  
e) None of these
44. The practice of going after a large share of a smaller market is called?  
a) Undifferentiated marketing  
b) Differentiated marketing  
c) Concentrated marketing  
d) Turbo marketing  
e) None of these
45. \_\_\_\_\_ has the advantage of being high in selectivity, low cost, immediacy and interactive capabilities?  
a) Direct mail      b) Outdoor

- c) Online                      d) Radio  
e) None of these

**46. Lead generation means \_\_\_\_\_.**

- a) Tips for selling tactics  
b) Tips for better production  
c) Generate leads  
d) Likely sources for prospective clients  
e) All the above

**47. One of the following is not included in the 7 P's of marketing. Find the same.**

- a) Product                      b) Price  
c) Production                  d) Promotion  
e) None of these

**48. SME means \_\_\_\_\_.**

- a) Selling and Marketing Establishment  
b) Selling and Managing Employee  
c) Selling and Marketing Entity  
d) Small and Medium Enterprises  
e) None of these

**49. A successful 'Blue ocean strategy' requires \_\_\_\_\_.**

- a) Effective communication  
b) Innovative skills  
c) Motivation  
d) All the above  
e) None of these

**50. Find the correct statement.**

- a) Marketing is redundant in monopolistic companies  
b) Performance of sales person depends on the amount of incentives paid  
c) Marketing is influenced by peer performance  
d) An increase in market share indicates fall in business volume  
e) A mission statement is part of the company's prospects

## Answers

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