

# Marketing Awareness - V

1. **With reference to Marketing, AIDA is the acronym of**
  - a) Attitude Interest Decision Action
  - b) Attention Interest Desire Action
  - c) Attitude Interest Desire Action
  - d) Attention Interest Decision Action
  - e) None of the above
2. **PRM stands for**
  - a) Product Repairing Machine
  - b) Performance Reporting Machine
  - c) Partner Relationship Management
  - d) Professional Research Member
  - e) None of the above
3. **Captive product refers to**
  - a) A product which grabs the immediate attention of the customer.
  - b) A product that is necessary to the use of other products
  - c) An expensive product
  - d) A product which is used for capturing something.
  - e) None of the above
4. **The term, Zero-Level marketing indicates**
  - a) Poor performance of the marketing department
  - b) No significance growth in the marketing.
  - c) Marketing function is completely denied
  - d) The Marketing function is yet to start.
  - e) Direct marketing
5. **The term, Viral Marketing refers to**
  - a) Using the internet to create word of mouth effects to support marketing goods and services.
  - b) Marketing the harmful and hazardous products illegally.
  - c) Marketing through the hospitals and medical stores.
  - d) Marketing technique used to promote the preventive products of viral infection.
  - e) None of the above
6. **The Segmentation of a market based on the Lifestyles and Beliefs of the people is called as**
  - a) Demographic segmentation
  - b) Geographic segmentation
  - c) Socio - Cultural segmentation
  - d) Psychographic segmentation
  - e) None of the above.
7. **Identify the correct order of the stages in the product life cycle**
  - a) Introduction Maturity Growth Decline
  - b) Introduction Growth Maturity Decline
  - c) Induction Growth Maturity Decline
  - d) Induction Decline Maturity Growth
  - e) None of the above
8. **The term, 4Ps of marketing is coined by**
  - a) Philip Kotler
  - b) Kelvin Lane Keller
  - c) Mc Carthy
  - d) Robert Lauterborn
  - e) None of the above
9. **Dividing segments into sub segments is seen in which type of marketing**
  - a) Segment marketing
  - b) Niche marketing
  - c) Target marketing
  - d) Demarketing
  - e) None of the above
10. **Which among the following is not an example of direct marketing?**
  - a) Tele-Marketing
  - b) Door to Door Sales
  - c) Mail order sales
  - d) Retail stores

e) None of the above

**11. Identify the pricing method which is not cost based**

- a) Perceived value pricing
- b) Value pricing
- c) Going rate pricing
- d) Marginal cost pricing
- e) None of the above

**12. Price discrimination refers to**

- a) Different prices for the same product from the same provider
- b) Hidden charges over the MRP
- c) Change in the price for different quantities
- d) Price remains same in all parts of the country.
- e) None of the above

**13. The price of a product is initially higher and then it is reduced, This strategy is called**

- a) Penetration Pricing
- b) Skimming Pricing
- c) Promotional Pricing
- d) Psychological Pricing
- e) None of the above

**14. Which one of the following is not among the three levels of product**

- a) Core
- b) Augmented
- c) Actual
- d) Outstanding
- e) None of the above

**15. Any paid form of non personal presentation and promotion of a product or service is called as**

- a) Advertisement
- b) Publicity
- c) Public Relations
- d) Personal selling
- e) None of the above

**16. Pull strategy involves**

- a) The manufacturer uses its sales force

and trade promotion money to induce intermediaries to carry, promote and sell the product to end users.

- b) The manufacturer uses advertising and promotion to persuade consumers to ask intermediaries for the product, thus including the intermediaries to order it.
- c) Both a & b
- d) Either a or b
- e) None of the above.

**17. The use of electronic means and platforms to conduct a company's business is known as**

- a) e - commerce
- b) e - serve
- c) e - business
- d) e - marketing
- e) None of the above

**18. The process of creating an image for the product in the minds of the customers is called as**

- a) Positioning
- b) Segmentation
- c) Fragmentation
- d) Mapping
- e) None of the above

**19. The activities involved in selling goods or services directly to final consumers for personal, non business use are seen in?**

- a) Marketing
- b) Wholesaling
- c) Warehousing
- d) Retailing
- e) None of the above

**20. Collaborative negotiation is designated to which type of situation**

- a) Win win situation
- b) Win lose situation
- c) Lose lose situation
- d) Lose win situation
- e) None of the above

**21. Each salesperson is assigned to an exclusive area in which to sell the**

**company's full line of products or services is which type of sales force structure?**

- a) Territory Sales Force
- b) Product Sales Force
- c) Customer Sales Force
- d) Hybrid Sales Force
- e) None of the above

**22. If a government uses barriers to foreign products such as biases against a foreign company's bids, or product standards that go against a foreign company's product features, the government is using**

- a) Protectionism
- b) Exchange controls
- c) Exchange facilitators
- d) Non-Tariff trade barriers
- e) None of the above

**23. When personal interviewing involves inviting six to ten people to gather for a few hours with a trained interviewer to talk about a product, service, or organization, the method is called:**

- a) selective sponsorship
- b) probing
- c) focus group interviewing
- d) the Delphi method
- e) None of the above

**24. Cross-selling covers:**

- a) Identifying customer needs
- b) Matching the Products to customer needs
- c) Convincing the customers of Product benefits
- d) Responding to questions and objections of customers
- e) All of these

**25. Sales forecasting involves**

- a) Sales Planning
- b) Sales pricing
- c) Distribution Channels

- d) Consumer tastes
- e) All of these

**26. Marketing is not required in \_\_\_\_\_**

- a) Sellers' market
- b) Buyers' market
- c) Globalised market
- d) Liberalised market
- e) None of the above

**27. In BCG Matrix, Cash cows refers to**

- a) High share of a low growth market
- b) Low share of a high growth market
- c) Low share of a low growth market
- d) Low share of a high growth market
- E) None of the above

**28. Many producers and many consumers in a given market and no business has total control over the market price represents**

- a) Oligopolistic Competition
- b) Monopolistic Competition
- c) Perfect Competition
- d) Monopoly
- e) None of the above

**29. Find the odd man out in the 7Ps of the services marketing**

- a) Physical evidence
- b) Process
- c) People
- d) Publicity
- e) None of the above

**30. The number of different product lines sold by a company is referred to as**

- a) Product mix
- b) Product assortment
- c) Width of product mix
- d) Product portfolio.
- e) None of the above.

**31. A bank is selling mutual funds to the existing customers. The bank is doing**

- a) Up selling
- b) Emotional selling

- c) Down selling      d) Cross selling  
e) None of the above
- 32. The systematic gathering, recording and analyzing the data pertaining to the marketing of goods and services is called as**  
a) Potential test  
b) Marketing research  
c) Environment research  
d) Portfolio research  
e) None of the above
- 33. Which one of the following is not involved in the 5 stage Buying decision process**  
a) Problem recognition  
b) Information search  
c) Evaluation of alternatives  
d) Post purchase behaviour  
e) None of the above
- 34. Brand equity means**  
a) Added value endowed to products and services  
b) Same brand name for different products  
c) The share holdings of the brand owner  
d) Same loyalty for different brands from different customers  
e) None of the above
- 35. A state of psychological tension or post purchase doubt that a customer may experience after making a purchase decision is known as**  
a) Cognitive processing  
b) Cognitive dissonance  
c) Collaborative dissonance  
d) Classical conditioning  
e) None of the above
- 36. The graphical representation of the position of the product, services or brands relative to the competition is known as**  
a) Positioning mapping  
b) Perceptual mapping  
c) Differentiation mapping  
d) Discrimination mapping  
e) None of the above
- 37. A budgeting method in which advertising and sales promotion are considered as investments and the returns achieved by these investments are determined**  
a) Sales budgeting  
b) Run on paper  
c) Return on investment  
d) Earnings per investment  
e) None of the above
- 38. In marketing, SBU stands for**  
a) Standard Business Unit  
b) Stationary Business Unit  
c) Supporting Business Unit  
d) Strategic Business unit  
e) None of the above
- 39. The prospects who are able to make the buying decision is called as**  
a) Customer  
b) Consumer  
c) Agent  
d) Qualified prospect  
e) None of the above
- 40. A learning theory that views the probability of a behavior as being dependent on the outcomes or consequences associated with it**  
a) Cognitive learning  
b) Regular learning  
c) Operant conditioning  
d) Quick learning  
e) None of the above
- 41. Test Market is \_\_\_\_\_**  
a) Certain market area used to test the new product  
b) Certain market area included in testing

- the sales of a product
- c) Testing the availability of the products in a certain area
- d) Testing the consumer tastes in a particular market
- e) None of the above
- 42. An identifying name, symbol or other device that gives a company the legal and exclusive rights to use is known as**
- a) Bench mark
- b) Copyright
- c) Patent
- d) Trade mark
- e) None of the above
- 43. The goods that the consumer does not know or does not normally think of buying are known as**
- a) Thrown away goods
- b) Hidden goods
- c) Unidentified goods
- d) Unsought goods
- e) None of the above
- 44. An advertising strategy that focuses on a product or service attribute that is distinctive to a particular brand and offers an important benefit to the customer.**
- a) Coveat emptor
- b) Unique selling proposition
- c) Niche marketing
- d) Focused advertising
- e) None of the above
- 45. The marketing and promotion of products on the basis of environmental sensitivity is known as**
- a) Social responsibility marketing
- b) Holistic Marketing
- c) Green Marketing
- d) Demarketing
- e) None of the above
- 46. Chain of intermediaries, each passing the product down the chain to the next organization, before it finally reaches the consumer or end user is known as**
- a) Distribution channel
- b) Intermediary channel
- c) Marketing Network
- d) Multi level marketing
- e) None of the above
- 47. The management of the flow of goods, information and other resources from the point of origin to the point of consumption is known as**
- a) Material management
- b) Logistics
- c) Transportation
- d) Ware house management
- e) None of the above
- 48. The geographical area assigned to a sales person or group of persons is known as**
- a) Sales quota
- b) Sales division
- c) Sales territory
- d) Sales forecast
- e) None of the above
- 49. Point of Sale refers to**
- a) The location where transaction occurs
- b) The points obtained by the sales man on completing the sale
- c) The location available for selling the goods
- d) Measurement of sales done by a sales man
- e) None of the above
- 50. In Inventory Management, EOQ stands for**
- a) Emergency Order Quantity
- b) Equal Order Quantity
- c) Earned Order Quality
- d) Economic Order Quantity
- e) None of the above



## Answers

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

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