

**SET 1****1. Marketing in Banks is required for ?**

1. Getting new customers
2. Retaining existing customers
3. Lending
4. D) Accepting of deposits
5. All of these

**ANS= 5****2. Service Marketing is the same as \_\_\_\_\_**

1. Relationship Marketing
2. Transaction Marketing
3. Internal Marketing
4. All of these
5. None of these

**ANS= 1****3. Market size means \_\_\_\_\_**

1. Size of marketing staff
2. Size of Organization
3. Scope of profits
4. Scope for marketing
5. None of these

**ANS= 4****4. Market share means \_\_\_\_\_**

1. Market price of shares
2. Sensex
3. Share market
4. Share of business among peers
5. Marketing Volatility

**ANS= 4****5. Internal Marketing means \_\_\_\_\_**

1. Selling to oneself
2. Selling to the employees
3. Selling of samples
4. Selling to foreign markets
5. None of these

**ANS:- 2****6. A 'call' means \_\_\_\_\_**

1. A Profession
2. B. Tele talk
3. Calling on a Prospect
4. A Call Center
5. All of these

**ANS= 3****7. A 'Call' centre means \_\_\_\_\_**

1. A place where Salesmen meet everyday
2. A Training Centre
3. A bank office setup where customer queries are answered
4. Customers meeting place
5. All the above

**ANS= 3****8. A presentation means \_\_\_\_\_**

1. Display of products
2. Explaining the utility of products
3. A gift
4. Display of communication skills
5. All of these

**ANS:- 2****9. A DSA means ?**

1. Directly Selling Authority
2. Direct Selling Agent
3. Direct Shifting Authority
4. Domestic Seller Agent
5. Distributors and Selling Agencies

**ANS:- 2****10. 'Benchmark' means ?**

1. Products lined up on a bench
2. Salesmen sitting on a bench
3. Set Standards
4. Mark on a bench
5. None of these

**ANS= 3****11. Value-added services means \_\_\_\_\_**

1. Giving full value for money
2. Better value for higher price
3. Additional service
4. Costlier service
5. All the above

**ANS= 3****12. CRM means ?**

1. Customer Retention Manager
2. Customer Relationship Management
3. Customers Relatives Meet
4. Channel Rout Market
5. Channel Representative Manager

**ANS:- 2****13. A 'Target Group' in Marketing means \_\_\_\_\_**

1. To whom the sales should be directed
2. A group of sellers
3. A group of buyers
4. A group of Producers
5. All the above

**ANS:- 1****14. The target group for credit cards is \_\_\_\_\_**

1. All card Holders
2. All existing borrowers
3. Individuals, with taxable income
4. All of these
5. None of these

**ANS:- 4****15. Bank assurance means ?**

1. Assurance given by banks to loaners
2. Assurance to bank with one bank
3. Assurance to repay loans
4. Assurance to give good service
5. Selling insurance product through banks

**ANS:- 5****16. Cross - Selling means ?**

1. Selling with a cross face
2. Selling to Red Cross members
3. Selling to Blue cross members
4. Selling across countries
5. Selling other products to existing customers

**ANS:- 5****17. Digital Marketing is \_\_\_\_\_**

1. A way of direct marketing
2. A strategy of the DSAs
3. A way of indirect marketing
4. All of these
5. None of these

**ANS:- 1****18. Market Segmentation helps in \_\_\_\_\_**

1. Identifying the target group
2. Focused marketing
3. A strategy of DSAs
4. All of these
5. None of these

**ANS:- 4****19. Market research is needed for \_\_\_\_\_**

1. choosing the right sales persons

2. Choosing the right products
3. Making proper marketing decisions
4. Deciding the sales incentives
5. None of these

ANS:- 3

2. Increase sales
3. Achieve the organization's goals
4. Always produce high quality products
5. None of these

ANS:- 3

**SET 2**

**The marketing concept is a way of thinking or a management philosophy that affects \_\_\_\_\_**

1. Only marketing activities
2. Most efforts of the organization
3. Mainly the efforts of sales personnel
4. Mainly customer relations
5. Only business organizations

ANS:- 2

**It is difficult to measure the morale of the sales team directly because**

1. It is a tangible state
2. It is an intangible state
3. Employees hide the truth
4. All of the above
5. None of the above

ANS:- 2

**Most specifically, marketing strategy :**

1. Is concerned with key decisions required to reach an objective
2. Encompasses selecting and analysing a target market and creating and maintaining an appropriate marketing mix
3. expands geographic boundaries of markets to serve larger geographic areas
4. Involves determining the direction and objectives of marketing management
5. None of these

ANS:- 2

**All of the following are marketing management tasks EXCEPT :**

1. Marketing Planning
2. Organizing marketing activities
3. Co-Ordinating marketing activities
4. Project development and analysis
5. Marketing control

ANS:- 4

**Marketing efforts are specifically aimed a :**

1. Distributing "something of value" to buyers and sellers
2. Facilitating satisfying exchange relationships
3. Developing new products for target markets
4. Understanding buyer behaviour to meet buyer needs
5. None of these

ANS:- 2

**The type of product that results from applying human and mechanical efforts to people or objects is :**

1. a service
2. a good
3. an idea
4. a concept
5. a philosophy

ANS:- 1

**The marketing concept is a philosophy that states that an organization should try to satisfy customers needs and at the same time :**

1. Increase market share

**The two components of a marketing strategy are**

1. Marketing objectives and promotion
2. Marketing mix and marketing objectives
3. Target market and marketing mix
4. Target markets and promotions
5. None of these

ANS:- 3

**Evaluating marketing performance by comparing it to established standards is part of :**

1. Marketing planning
2. Organizing marketing activities
3. Coordinating marketing activities
4. Marketing Control
5. None of these

ANS:- 4

**Which among the following is a durable good ?**

1. Refrigerator
2. Biscuits
3. Soap
4. Salt
5. None of these

ANS:- 1

**To effectively monitor changes in the marketing environment, marketers must engage in :**

1. use of the marketing concept
2. environmental scanning and analysis
3. Information collection
4. Marketing research
5. Environmental Management

ANS:- 2

**Marketing strategy during a recession should include**

1. a reduction in the number of sales personnel
2. a reduction in the expenditures for new product development
3. a reduction in advertising
4. promotional efforts that promote value and utility
5. increase in expenditures for marketing operations

ANS:- 4

**Which among the following is/are user/users of the outcome of the Marketing Research ?**

- A) Consumers
- B) Business Firms
- C) Government
- D) Producers

1. Only A
2. Only A & B
3. A, B & D
4. All the above
5. none of these

ANS:- 4

**Why are marketers interested in the level of disposable income ?**

1. it accurately represents future buying power
2. it increases current buying power
3. it is what is left after taxes to buy luxuries with
4. it is a ready source of buying power
5. it is essential for forecasting future business trends

ANS:- 4



**What type of competitive structure exists when a firm produces a product that has no close substitutes ?**

1. Monopoly
2. Oligopoly
3. Perfect Competition
4. Mixed Competition
5. None of these

ANS:- 1

**At the introductory stage, distribution is \_\_\_\_\_**

1. massive
2. selective
3. neither 1 nor 2
4. wide spread
5. promotion

ANS:- 2

**The period in the business cycle in which there is extremely high unemployment, low wages, minimum total disposable income, and a lack of confidence in the economy by consumers is ?**

1. recovery
2. prosperity
3. depression
4. recession
5. growth

ANS:- 3

**In Banking Services Market can be segmented on the basis of ?**

1. Density
2. Customers
3. Both 1 & 2
4. Neither 1 & 2
5. None of these

ANS:- 3

**Income left over after an individual pays taxes and purchases the basic necessities of food, clothing and shelter is called :**

1. disposable income
2. taxable income
3. accounting income
4. discretionary income
5. credit

ANS:- 4

**What type of competitive structure exists when a few sellers control a large portion of the supply of a product ?**

1. Monopoly
2. Oligopoly
3. Mixed competition
4. Perfect competition
5. None of these

ANS:- 2

### SET 3

**What is the name of the procedure used to predict the effects of new products and processes on a firm or on society in general ?**

1. Technology Assessment
2. Environmental Scanning
3. Societal Estimation
4. Environmental Assessment
5. Social Audit

ANS:- 1

**\_\_\_\_\_ are products bought by individuals and organizations for further processing or for use in conducting a business ?**

1. Consumer Products
2. Services
3. Industrial Products
4. Speciality Products
5. None of these

ANS:- 3

**The \_\_\_\_\_ is a person within a reference group, who, because of special skills, knowledge, personality, or other characteristics, exerts influence on others**

1. facilitator
2. reference actor
3. opinion leader
4. social role player
5. none of these

ANS:- 3

**\_\_\_\_\_ includes practices such as overstating the product's features or performance, luring the customer to the store for a bargain that is out of stock, or running rigged contests.**

1. Deceptive promotion
2. Deceptive packaging
3. Deceptive pricing
4. Deceptive cost structure
5. none of these

ANS:- 1

**Sales targets are fixed on the basis of \_\_\_\_\_**

1. Past experience
2. Time period
3. Brand positionary
4. All the above
5. None of these

ANS:- 4

**Which among the following is an example of Secondary Media ?**

1. Television
2. Radio
3. Hoardings
4. News Papers
5. None of these

ANS:- 3

**\_\_\_\_\_ is a principle of enlightened marketing that requires that a company seek real product and marketing improvements.**

1. Innovative Marketing
2. Consumer-oriented marketing
3. Value marketing
4. Sense-of-mission marketing
5. none of these

ANS:- 3

**The fact that services are sold, produced, and consumed at the same time refers to which of the following service characteristics ?**

1. Intangibility
2. Inseparability
3. Variability
4. Perishability
5. None of these

ANS:- 2

**Emotional and Rational buying motives can be differentiated on the basis of**

1. Time in purchasing
2. Dominance
3. nature of Product
4. All of the above
5. None of these

ANS:- 4

**Marketing implies "Meeting needs of \_\_\_\_\_"**

1. of the customer only
2. of the needs of seller and buyer
3. of the needs of the customers profitability
4. all the above
5. none

ANS:- 3

**The purpose of strategic planning is to find ways in which of the company can best :**

1. overcome losses
2. use its strengths to take advantage of attractive opportunities in the environment
3. avoid paying taxes
4. avoid the expense of costly research and development while still getting the benefits
5. none of these

ANS:- 2

**According to the price/quality strategy matrix, when a company overprices its product in relation to its quality it is considered to be using which type of strategy ?**

1. Good-value strategy
2. Premium strategy
3. Overcharging strategy
4. Snob strategy
5. none of these

ANS:- 3

**Consumer goods with unique characteristics or brand identification often requiring a special purchase effort are called :**

1. custom products
2. speciality products
3. convenience products
4. shopping products
5. none of these

ANS:- 2

**\_\_\_\_\_ is the practice of adopting policies and developing strategies that both sustain the environment and produces profits for the company**

1. Environmentalism
2. Environmental sustainability
3. Consumerism
4. Consumer accountability
5. None of these

ANS:- 2

**The following does not represent a market situation.**

1. A bank
2. A fund raising Charity Show for the members of an NGO
3. A mediation Camp conducted by a club for it's members
4. A stall distributing prasad of a mandir
5. All of the above

ANS:- 4

**Traditionally, companies have defined their business in product terms or in technological terms. However,**

**mission statements should be all of the following EXCEPT :**

1. Market Oriented
2. A statement of religion
3. motivating
4. based on distinctive competencies
5. none of these

ANS:- 2

**The primary reason that many companies work to become the "low-cost producers" in their industry is because :**

1. they can generate more advertising
2. they can please top management
3. they can gain tax advantages
4. they can set lower prices that result in greater sales and profits
5. none of these

ANS:- 4

**A company is practicing \_\_\_\_\_ if it focuses on sub segments with distinctive traits that may seek a special combination of benefits**

1. micro marketing
2. niche marketing
3. mass marketing
4. segment marketing
5. none of these

ANS:- 2

**When a company reviews sales, costs, and profit projections for a new product to find out whether these factors satisfy the company's objectives, they are in which of the following new process development stages ?**

1. Concept development and testing
2. Commercialization
3. Business analysis
4. Marketing strategy development
5. none of these

ANS:- 3

**\_\_\_\_\_ has the advantage of being high in selectivity, low cost, immediacy, and interactive capabilities.**

1. Direct mail
2. Outdoor
3. Online
4. Radio
5. None of these

ANS:- 3

## SET 4

**A(n) \_\_\_\_\_ is a name, term, sign, symbol or design, or a combination of these that identifies the maker or seller of a product or service**

1. product feature
2. sponsorship
3. brand
4. logo
5. none of these

ANS:- 3

**If your company were to make light bulbs to be used in photocopiers, you would most likely be selling to a \_\_\_\_\_ market**

1. reseller
2. business



3. government

4. service

5. none of these

ANS:- 2

The markets are grouped into different types based on the geographical area, location of market place, product, nature of transaction and volume of transaction. In the above statement the following is not correct

1. nature of transaction

2. geographical area

3. location of marketing place

4. volume of transaction

5. all of the above

ANS:- 3

A company is in the \_\_\_\_\_ stage of the new product development process when the company develops the product concept into a physical product in order to assure that the product in order to assure that the product idea can be turned into a workable product.

1. product development

2. commercialization

3. marketing strategy

4. business analysis

5. none of these

ANS:- 1

Advertising is \_\_\_\_\_

1. any paid form of non-personal presentation

2. any unpaid form of non-personal presentation

3. to give public notice or to announce

4. all of the above

5. none of these

ANS:- 1

'Early adopters' are the people

1. who are opinion leaders

2. who are willing to try new ideas

3. both 1 and 2

4. neither 1 nor 2

5. none of these

ANS:- 3

media planning includes

1. assessing lost

2. selecting the right medium

3. both 1 and 2

4. neither 1 nor 2

5. scheduling the advertisement timings

ANS:- 3

When a marketing research organization chooses a segment of the population that represents the population as a whole, they have chosen a \_\_\_\_\_

1. group

2. bi-variant population

3. sample

4. market target

5. none of these

ANS:- 3

In India advertising for \_\_\_\_\_ is not allowed on T.V.

1. liquor

2. Cigarette

3. Both 1 and 2

4. Only 1

5. Neither 1 nor 2

ANS:- 3

The premise underlying geodemographic targeting is that people who \_\_\_\_\_ also share demographic and lifestyle similarities

1. are in the same income category

2. reside in similar areas

3. are of the same age

4. are of the same gender

5. are of the same ethnic group

ANS:- 2

The process of translating thought into a symbolic form is known as \_\_\_\_\_

1. Encoding

2. Feedback

3. Noise

4. Decoding

5. The message channel

ANS:- 1

Which among the following advertising media has the maximum reach ?

1. TV

2. Radio

3. Outdoor

4. Magazines

5. None of these

ANS:- 2

Which among the following media has the highest frequency ?

1. T.V.

2. Newspaper

3. Direct mail

4. Magazines

5. None of these

ANS:- 1

The act of obtaining a desired object from someone by offering something in return is called ?

1. Transaction

2. Exchange

3. Relationship

4. Value

5. none of these

ANS:- 2

The main disadvantage of 'Radio' as an Advertisement medium is \_\_\_\_\_

1. No visual information

2. Narrow coverage

3. High cost

4. All of these

5. None of these

ANS:- 1

What is the goal of Advertising ?

1. sales increase

2. establish brand equity

3. enter the target market

4. all of the above

5. none of these

ANS:- 4

In a \_\_\_\_\_ advertising schedule, advertising is used during every period of the campaign, but the amount of advertising varies considerably from period to period.

1. flighting

2. dated

3. plotted

4. pulsing
5. continuous

ANS:- 4

**People tend to view promotion from many vintage points. Which alternative below is MOST accurate ?**

1. promotion costs cause product costs to be higher
2. promotion activities make up the bulk of marketing
3. the role of promotion is to communicate and to facilitate exchanges
4. promotion should be directed toward numerous audiences
5. none of these

ANS:- 3

**Services have special characteristics namely \_\_\_\_\_ which affect their marketing process**

1. intangibility
2. inseparability
3. Heterogeneity
4. Perishability
5. All the above

ANS:- 5

**A consumer contest is an example of**

1. personal selling
2. sales promotion
3. advertising
4. indirect selling
5. public relations

ANS:- 2

## SET 5

**The use of a pull policy may required heavy expenditures for**

1. advertising and sales promotion
2. public relations and distribution
3. personal selling and public relations
4. distribution and advertising
5. none of these

ANS:- 1

**Marketing is best defined as**

1. matching a product with its market
2. promoting and selling products
3. facilitating satisfying exchange relationships
4. distributing products at the right price to stores
5. none of these

ANS:- 3

**A physical, concrete product you can touch is**

1. a service
2. a good
3. an idea
4. a concept
5. a philosophy

ANS:- 2

**A marketing manager for a small computer manufacturer is analyzing the potential effects of political, legal, social, and economic forces on the firm's operations. The marketing manager is examining the \_\_\_\_\_ that influence(s) the firm's strategy**

1. operating situation
2. marketing environment
3. trends
4. economic conditions
5. none of these

ANS:- 2

**The marketing mixes of organizations that market services include product, price, promotion, place and :**

1. packaging
2. premiums
3. people
4. purchasing
5. none of these

ANS:- 3

**Just in time technique is wider acceptance world over.**

**The technique was first introduced in**

1. India
2. Indonesia
3. Japan
4. America
5. None of these

ANS:- 3

**The consumer movement is**

1. against foreign imports that are much cheaper than products produced in the home market
2. a movement that is trying to improve consumer satisfaction
3. a social movement that is able to challenge big business practices
4. a diverse group of individuals, groups and organizations attempting to protect the rights of consumers
5. none of these

ANS:- 4

**In terms of consumer demand and spending behaviour, marketers are most interested in**

1. wealth
2. consumer credit
3. disposable income
4. pretax income
5. high incomes

ANS:- 3

**Marketing is \_\_\_\_\_**

1. consumer oriented
2. competitors oriented
3. both 1 and 2
4. neither 1 nor 2
5. none of these

ANS:- 3

**The type of competitive structure that exists when a firm with many potential competitors attempts to develop a differential marketing strategy to establish its own market share is**

1. mixed competition
2. oligopoly
3. monopolistic competition
4. perfect competition
5. none of these

ANS:- 4

**Which of these statements BEST describes international marketing ?**

1. Developing and performing marketing activities across national boundaries
2. the exporting of goods and services
3. the creation of value and the exchange of value between countries
4. having firms with operations or subsidiaries located in many countries



5. none of these

ANS:- 1

**What restriction is faced in international marketing ?**

1. tariffs
2. customs duties
3. qualitative restrictions
4. all of the above
5. none of these

ANS:- 1

**Taxes levied by a nation on goods bought outside its borders and brought in, are called**

1. import duties
2. export duties
3. export tariffs
4. quotas
5. import tariffs

ANS:- 5

**The gross domestic product is**

1. a measure of the profit made by all firms in the nation
2. the average annual earnings per person in the nation
3. a measure of the types of products produced by a nation
4. an overall measure of a nation's economic standing
5. none of these

ANS:- 4

**A partnership between a domestic firm and a foreign firm is known as**

1. a joint venture
2. an international partnership
3. a multinational enterprise
4. licensing
5. exporting

ANS:- 1

**When two companies, who are usually rivals, come together to do business on a worldwide basis, this partnership is known as a**

1. joint venture
2. strategic alliance
3. multinational venture
4. joint licensing
5. none of these

ANS:- 2

**Global marketing is**

1. the development of marketing strategies for the entire world or major regions of the world
2. performing marketing activities across national boundaries
3. the creation and the exchange of value between countries
4. having firms with operations or subsidiaries located in many countries
5. none of these

ANS:- 1

**Global marketing involves developing marketing strategies as if the world is one market. Which one of the following marketing mix variables is MOST difficult to standardise for global marketing ?**

1. Brand name
2. Package
3. Media allocation

4. Labels

5. Product characteristics

ANS:- 3

**When products are introduced into one nation from another, acceptance is far more likely**

1. if prices are set very low
2. when bribes are paid to local officials to aid distribution
3. if there are similarities between the two cultures
4. if packaging is adjusted to match local customs
5. none of these

ANS:- 3

**The \_\_\_\_\_ is the difference in value between a nation's exports and its imports**

1. balance of payments
2. export / import ratio
3. gross domestic product
4. net trade value
5. balance of trade

ANS:- 5

## SET 6

**Consumer day is celebrated on \_\_\_\_\_**

1. 15th March
2. 25th March
3. 29th March
4. 5th March
5. 16th March

ANS:- 1

**Which product is MOST likely be purchased through routine decision making ?**

1. Car
2. Desk
3. Shirt
4. Soft Drink
5. Television Set

ANS:- 4

**The three major categories of influences that are believed to influence the consumer buying decision process are personal, psychological, and**

1. person-specific
2. social
3. demographic
4. situational
5. cultural

ANS:- 2

**Consumer behavior, Perception is a process through which**

1. a consumer make ultimate purchasing
2. a consumer is satisfied
3. a consumer's mind receives, organizes and interprets physical stimuli
4. both 1 and 3
5. none of these

ANS:- 3

**Perception is a three-step process that involves**

1. motivation, personality and attitudes
2. collecting, eliminating and organizing information inputs
3. selecting, organizing and interpreting information inputs
4. anticipating, classifying and discarding information inputs
5. none of these

ANS:- 3

**A change in an individual's behavior prompted by information and experience is called**

1. learning
2. role selection
3. perception
4. inculturation
5. motivation

ANS:- 1

**In on-line marketing, there is**

1. No exchange
2. Exchange is the core of marketing
3. Guarantee
4. Only warrantee
5. None of these

ANS:- 2

**In a market, the kings are \_\_\_\_\_**

1. consumers
2. suppliers
3. producers
4. marketing personnel
5. none of these

ANS:- 1

**Which among the following is / are characteristics of common market ?**

1. a common external trade policy exists
2. there are no trade barriers among members
3. creates mobility of factors of production
4. all of these
5. none of these

ANS:- 4

**In case of diamond, if the price goes up slightly, demand will fall by a much larger margin. The demand is**

1. Zero elastic
2. Highly price elastic
3. Income elastic
4. Low price elastic
5. None of these

ANS:- 2

**In modern times \_\_\_\_\_ is defined as the 5th P of Marketing**

1. Policy
2. Period
3. Perception
4. Packaging
5. None of these

ANS:- 4

**The three major personal influences believed to affect the consumer buying decision process are**

1. perception, motives, and attitudes
2. personality, learning and perception
3. demographic, situational and altitudes
4. situational, lifestyle and demographic
5. situational, perception and motives

ANS:- 4

**The purchase of \_\_\_\_\_ is least likely to be affected by demographic factors**

1. a car
2. table salt
3. a computer for home use
4. fast food
5. low fat cheese

ANS:- 2

**Advertising creates consumers demand for products that they would otherwise not feel need to buy. This statement is**

1. Partially true
2. Absolutely true
3. Partially biased
4. All of these
5. None of the above

ANS:- 1

**The Strategy used to charge different prices for the same product is called**

1. Price discrimination
2. Price Revision
3. Tariffs
4. Restrictions
5. None of these

ANS:- 1

**Psychological forces that influence where a person purchases products on a regular basis are called :**

1. convenience responses
2. patronage motives
3. shopping motives
4. pattern responses
5. routine decisions

ANS:- 2

**A consumer's buying decisions are affected in part by the people around him or her. These people and the forces they exert on a buyer are called**

1. motivational influences
2. social factors
3. roles
4. personality influences
5. cultural influences

ANS:- 2

**Which among the following is a fundamental right of consumer ?**

1. Right to safety
2. Right to be informed
3. Right to choose
4. All the above
5. None of the above

ANS:- 4

**The Consumer Protection Act, 1986 provides \_\_\_\_\_**

1. convenient procedure
2. time limit
3. check on unfair practices
4. all of the above
5. none of these

ANS:- 4

## SET 7

**The nature of internet commerce can best be described as**

1. Tangible
2. Non-Territorial
3. Territorial
4. Both 1 & 2
5. None of these

ANS:- 1

**The law of Pull & Push of web marketing refers to**

1. Pull people to your site, then push quality information to them
2. Pull people to your site and force them to purchase
3. Push people into your business



4. Pull the interest of people

5. None of these

ANS:- 1

**What is the first thing about an advertisement that attracts our attention ?**

1. Product

2. Music

3. Model

4. Special Effects

5. None of these

ANS:- 1

**M-Commerce is a new term in latest marketing technique. It is \_\_\_\_\_**

1. Misuse of Mobile phones & E-commerce

2. Mobile phones in marketing

3. Marketing by Commerce Students

4. Mega Commercial activities

5. None of these

ANS:- 1

**Most organizational purchase decisions are made by**

1. one person

2. a team of purchasing agents

3. a firm's buying centre

4. inventory control personnel

5. the sales force

ANS:- 3

**To determine its strengths and weaknesses, manager might ask customers all of the following except**

1. Was the quality good ?

2. Was the price reasonable ?

3. Have you heard the company slogan ?

4. Was the delivery efficient ?

5. None of these

ANS:- 3

**If the market share of a company is increasing**

1. It is a sign of progress

2. The company must take the action to arrest the trend

3. Both 1 & 2

4. Neither 1 nor 2

5. None of these

ANS:- 1

**In modern days sales approach is based on**

1. Value sharing

2. Relation building

3. Co-ordinated approach

4. All the above

5. None of these

ANS:- 4

**The demand for many industrial products for which a price increase or decrease will not significantly affect the demand is**

1. elastic

2. inelastic

3. derived

4. joint

5. none of these

ANS:- 2

**As a counselor, a personnel manager \_\_\_\_\_**

1. reminds the management of moral obligations towards employees

2. encourages the employees

3. tries to settle the disputes between labour and management

4. all of the above

5. none of these

ANS:- 2

**The group of people within an organization who are involved in making organizational purchase decisions is referred to as**

1. the new-task team

2. negotiators

3. purchasing agents

4. deciders

5. the buying centre

ANS:- 5

**What do you mean by Delphi Technique in Market Research ?**

1. In this a questionnaire is prepared

2. Depth interviews are conducted

3. Information is elicited by means of discussions with various experts in the field

4. All of the above

5. None of these

ANS:- 3

**For routinely purchased items, buyers are frequently the :**

1. Users

2. Influencers

3. Deciders

4. Gatekeepers

5. None of these

ANS:- 3

**Information systems can assist managers by \_\_\_\_\_**

1. Providing information

2. Providing data on internal sources

3. Directing

4. All of the above

5. None of these

ANS:- 4

**In the AIDAS theory of selling 'D' stands for**

1. Determinants

2. Demand

3. Desire

4. Development

5. None of these

ANS:- 3

**Which among the following is the main advantage of depth interviews ?**

1. Accurate information

2. Hidden information

3. Time saving

4. High cost

5. None of these

ANS:- 2

**Primary data is generally collected through**

1. Survey

2. Experiment

3. Observation

4. Census report

5. None of these

ANS:- 1

**Secondary data is collected through**

1. Observation

2. Survey

3. Official record

4. Experiment

5. None of these

ANS:- 3

**Primary data are BEST described as the :**

1. first batch of data collected for a specific study
2. data that are observed, recorded, or collected from respondents
3. data that were compiled for some purpose other than the current study
4. data that are collected from a computerized database
5. none of these

ANS:- 2

**SET 8**

**Data compiled inside or outside the organization for some purpose other than the current research investigation are termed \_\_\_\_\_ data :**

1. organizational
2. primary
3. secondary
4. exploratory
5. descriptive

ANS:- 3

**The quantity for which orders are placed when stock reaches the re-order level is called**

1. EOQ
2. EPQ
3. DOQ
4. MOQ
5. None of these

ANS:- 1

**In testing a new product, concept testing is**

1. Customer reaction to the idea of product
2. Sales man reaction to the idea of product
3. to put the real product into a few selected markets
4. to assess the total product performance
5. none of these

ANS:- 1

**The real value of marketing research to the organization can best be understood by**

1. its immediate impact on profits
2. the amount of time spent
3. how much it costs
4. improvements in the ability to make decisions
5. the increase in sales volume or market share

ANS:- 4

**The first step in planning a marketing research project is :**

1. conducting a cost / benefit analysis
2. searching the environment
3. defining and locating problems
4. assessing organization resources
5. defining goals and objectives

ANS:- 3

**When more information is needed about the problem and the tentative hypothesis needs to be made3 more specific, marketers usually conduct \_\_\_\_ research :**

1. descriptive studies
2. casual investigations
3. exploratory studies
4. statistical studies
5. syndicated research

ANS:- 3

**Secondary data CANNOT be obtained from :**

1. trade journals
2. government reports

3. Yellow pages

4. surveys

5. computerized databases

ANS:- 4

**Casual research is**

1. Together primary data to shed light on the real nature of the problem
2. to ascertain certain magnitudes
3. to find out cause and effect relationship
4. to explore the gravity of the situation
5. none of these

ANS:- 3

**The main aspect of 'casual research' is \_\_\_\_\_**

1. necessary condition
2. sufficient condition
3. both 1 & 2
4. neither 1 nor 2
5. none of these

ANS:- 3

**Niche Marketing refers to**

1. a strategy that specializes in limited or unique product category
2. a strategy that specializes niche products
3. both 1 & 2
4. neither 1 nor 2
5. none of these

ANS:- 1

**Which of the following is the best definition of value ?**

1. a technical measure of a company's selling price relative to its production costs
2. a measure of the mark-up charged by companies
3. the lowest prices available to consumers
4. the best price available for customer meeting his expectations
5. the ratio of benefits to costs available to buyers

ANS:- 5

**The major DISADVANTAGE of a mail survey versus a telephone or personal interview survey is**

1. having to offer incentives
2. the low response rate
3. the elimination of interview bias
4. the lack of open-ended questions
5. cost

ANS:- 2

**If marketing research shows that an aggregate of people do not desire a particular product, the people in the aggregate :**

1. are a market for the product
2. do not have the ability to purchase the product
3. do not have the authority to purchase the product
4. are not market for the product
5. are a market but will not purchase the product

ANS:- 4

**Which one of the following is an example of a customer in an organizational market ?**

1. a homemaker who buys detergent
2. a consumer who hires a solicitor
3. a shop owner who buys pencils for use in his shop
4. a plant manager who buys petrol for her personal car
5. none of these

ANS:- 4

**The two approaches to identify a target market are the**

1. total market and undifferentiated approaches



1. product differentiation and customer differentiation approaches  
2. multisegment and concentration approaches  
3. total market and market segmentation approaches  
4. none of these
- ANS:- 4

Generally the best research approach suited for descriptive research is

1. observation
  2. survey
  3. cross sectional
  4. experimental
  5. none of these
- ANS:- 2

Generally speaking the best research approach for casual research is

1. observation
  2. survey
  3. cross sectional
  4. experimental
  5. none of these
- ANS:- 4

Which one of the following products is LEAST likely to be segmented according to stages in the family life cycle

1. single person housing
  2. ford cars
  3. holidays to Greece
  4. Diet Coke
  5. Hotpoint refrigerators
- ANS:- 4

The three psychographic dimensions most commonly used in market segmentation are :

1. personality, perception and learning
  2. personality, perception and behavior
  3. motives, attitudes and lifestyles
  4. personality, motives and lifestyles
  5. none of these
- ANS:- 4

Generally speaking, the best research approach for exploratory research is

1. observation
  2. survey
  3. cross sectional
  4. experimental
  5. none of these
- ANS:- 1

## SET 9

To ensure the effectiveness of segmentation, the segments should be measurable, substantial, accessible, and :

1. precise
  2. stable
  3. economic
  4. reachable
  5. none of these
- ANS:- 2

An attribute of a product that is desired by customers in a target market and which competing products cannot match is termed \_\_\_\_\_

1. a strength
2. a differential advantage
3. a selling point

4. a benefit  
5. none of these
- ANS:- 2

An aggregate of people who, as individuals, have needs for products in a product class and have the ability, willingness and authority to purchase such products is called a :

1. market segment
  2. target market
  3. customer group
  4. market
  5. none of these
- ANS:- 4

The total market approach to finding a target market will probably be UNSUCCESSFUL when :

1. product differentiation is used
  2. the firm defines the total market as its target market
  3. people within the market have heterogeneous needs
  4. people within the market have homogeneous needs
  5. none of these
- ANS:- 3

An organizational structure designed to overcome the problems of individual sales organizations is called

1. Hybrid sales organization
  2. Double sales organization
  3. Triple sales organization
  4. All of the above
  5. None of these
- ANS:- 1

A firm with limited resources can compete with much larger organization by :

1. concentrating its efforts on a single segment
  2. using a multi-segment targeting strategy
  3. using a geographical segmentation variable
  4. using multivaluable segmentation
  5. concentrating its efforts on the total population
- ANS:- 1

Which of the following is NOT usually defined as an element of the marketing mix ?

1. Products
  2. People
  3. Place
  4. Profits
  5. None of these
- ANS:- 4

An organizational system in which responsibility and authority are delegated to lower levels of sales management is called

1. decentralized organization
  2. centralized organization
  3. both 1 & 2
  4. regional organization
  5. none of these
- ANS:- 1

In non profit oriented marketing \_\_\_\_\_

1. objectives are more complex
  2. objectives are less complex
  3. objectives are very simple
  4. objectives are not defined
  5. none of these
- ANS:- 1

A product's \_\_\_\_\_ is the place it occupies in the minds of consumers relative to competing brands :

1. segment
2. position
3. attribute
4. image
5. perceptual map

ANS:- 4

The primary purpose of 'packaging' is

1. Protection
2. Appeal
3. Performance
4. All of the above
5. None of these

ANS:- 1

Peter Drucker noted the relationship between selling and marketing in the following terms :

1. Marketing is a subsidiary component of selling
2. The aim of marketing is to make selling superfluous
3. The aim of selling is to make marketing superfluous
4. Selling
5. All of the above

ANS:- 2

A light bulb can be considered all of the following EXCEPT

1. a consumer product
2. a business to business product
3. either a consumer product or an industrial product
4. an industrial product if it is used to light an assembly line in a factory
5. a consumer product if it is used to light the office of the board of directors

ANS:- 5

An example of a convenience consumer product is

1. stereo equipment
2. petrol
3. a motorcycle
4. a bicycle
5. athletic shoes

ANS:- 2

Products that are relatively inexpensive and are purchased frequently with minimal effort can be classified as \_\_\_\_\_ products.

1. shopping
2. convenience
3. industrial
4. specialty
5. unsought

ANS:- 2

Which of the following statements is NOT true about the concept of a customer ?

1. A customer and consumer are always the same thing - the terms are
2. completely interchangeable
3. customers can be described as clients
4. a customer doesn't necessarily consume the product that they have purchased
5. customers are satisfied clients

ANS:- 5

Market \_\_\_\_\_ is the process of identifying groups of customers with basically similar wants, needs, preferences of buying behaviors.

1. Development
2. Positioning
3. Segmentation
4. Targeting
5. None of these

ANS:- 3

Items that are purchased routinely, do not become part of the final physical product, and are treated like expense items rather than capital goods are called

1. raw materials
2. major equipment
3. accessory equipment
4. component part
5. process materials

ANS:- 3

Positioning of a product is based on :

1. The price charged for the product
2. The promotional pitch for the product
3. Product characteristics
4. All of the above
5. None of the above

ANS:- 4

Which one of the following is NOT an industrial product ?

1. oil to be refined into fuel for homes
2. transistors used as components for portable radios
3. paper, pens and glue used in bank branch offices
4. a marketing consultant who prepares marketing plans for clients
5. computer software to help people complete personal tax forms

ANS:- 5

## SET 10

A brand name is one of the elements of the

1. core product
2. actual product
3. augmented product
4. all the above
5. none of these

ANS:- 2

A product item can be best described as a

1. component of a marketing mix
2. particular type of brand
3. specific characteristics of a company's product
4. specific version of a product
5. unit of the marketing mix

ANS:- 4

A group of closely related product items that are considered to be a unit because of marketing, technical, or end-use considerations is a product

1. category
2. dimension
3. extension
4. line
5. mix

ANS:- 4

Which among the following is a non-durable good ?

1. soap
2. maturity
3. color T.V



4. clothes
5. none of these

ANS:- 1

**Aggressive pricing is typical during the \_\_\_\_\_ stage of the product life cycle.**

1. decline
2. growth
3. introduction
4. plateau
5. stabilization

ANS:- 2

**Administered prices are prices fixed by the government normally on the basis of \_\_\_\_\_**

1. cost
2. margin of profit
3. cost plus a stipulated margin of profit
4. market forces
5. none of these

ANS:- 3

**A specialty product**

1. requires minimal effort to purchase
2. is purchased frequently
3. requires purchase planning, and the buyer will not accept substitutes
4. is generally less expensive than other items in the same product class
5. prompts the purchaser to make comparisons among alternatives

ANS:- 3

**What does the acronym FMCG refer to ?**

1. Functional, mid-priced, or compulsory goods
2. Famous, manufacturer's clothing goods (i.e., designer labels)
3. Fast Moving Consumer Goods
4. Frequent Market Consumption Goods
5. None of these

ANS:- 3

**A prospect means**

1. any customer who walks into the bank
2. an employee of the bank
3. a customer who is likely to be interested in bank's product or service
4. a depositor of the bank
5. a borrower of the bank

ANS:- 3

**It is less expensive for a firm to keep an existing customer than to find a new one. This is one reason why a firm's own personnel play a key role in delivering and maintaining customer satisfaction. Personnel are one of the elements in the \_\_\_\_\_ product.**

1. core
2. actual
3. augmented
4. all the above
5. none of the above

ANS:- 3

**A lead means**

1. a prospect who is more likely to avail of the Bank's product
2. a political leader
3. a religious leader
4. a bank chairman

5. none of these

ANS:- 1

**A product mix is best described as**

1. all products offered by a firm
2. product, distribution, promotion and price
3. all products of a particular type
4. a group of closely related products
5. none of these

ANS:- 1

**Innovation means**

1. compensation
2. inspiration
3. additional perquisites
4. implementing new ideas or new methods
5. none of these

ANS:- 4

**A call means**

1. calling on friends
2. calling on bank employees
3. calling on prospective customers
4. to make telephone calls
5. calling on relatives

ANS:- 3

**The rate of sales growth declines in the \_\_\_\_\_ stage of the product life cycle.**

1. introduction
2. growth
3. maturity
4. decline
5. none of these

ANS:- 3

**The \_\_\_\_\_ stage of the product life cycle, generates most sales revenue for the firm.**

1. introduction
2. growth
3. maturity
4. decline
5. none of these

ANS:- 3

**Firms that use \_\_\_\_\_ are less likely to damage their reputation if a new product fails**

1. individual branding
2. overall family branding
3. line family branding
4. brand extension branding
5. none of these

ANS:- 1

**The traditional marketing style involves**

1. telemarketing
2. digital marketing
3. retail marketing
4. direct marketing
5. all of these

ANS:- 3

**A method, in which brand equity measured by comparing differences between the retail price of the 'brand' and the retail price of an unbranded product in the same category is called \_\_\_\_\_**

1. brand goodwill method
2. price premium method
3. both 1 and 2
4. neither 1 nor 2
5. price increment method

ANS:- 2

**SET 11**

Which among the following is / are true about 'Brand Rejuvenation' ?

1. It adds value to an existing brand
2. It refocus the attention of consumer
3. It helps overcome the consumer's boredom
4. All of the above
5. None of the above

ANS:- 4

Modern method of marketing include

1. publicity on the net
2. advertisement on the net
3. soliciting business through e-mails
4. tele marketing
5. all of these

ANS:- 5

Marketers should view packaging as a major strategic tool, especially for

1. consumer convenience products
2. consumer shopping products
3. industrial products
4. specialty products
5. none of these

ANS:- 1

A true marketing requires

1. command and other mindset
2. control mindset
3. passive mindset
4. active mindset
5. none of these

ANS:- 4

Multiple packaging is

1. likely to increase demand
2. the same as family packaging
3. the most effective type of packaging
4. the most expensive type of packaging
5. none of these

ANS:- 2

The package design of a bag of flour would most likely be criticized for being

1. unsafe to the environment
2. unsafe to the user
3. deceptive
4. functionality deficient
5. well suited for multiple-unit packaging

ANS:- 4

The label on a soft drink reads "cool and refreshing".

For what reason are these words used ?

1. To provide information
2. To encourage multiple purchases
3. To promote the product
4. To satisfy legal requirements
5. none of these

ANS:- 3

One distinguishing factor between a brand name and a brand mark is that a brand name

1. creates customer loyalty
2. consists of words
3. identifies only one item in the product mix
4. implies an organization's name
5. none of these

ANS:- 2

become involved in distribution, promotion, and pricing decisions.

1. Retailer
2. Manufacturer
3. Own label
4. Wholesaler
5. none of these

ANS:- 2

When a firm uses one of its existing brand names as part of a brand name for an improved or new product, the branding is called \_\_\_\_\_

1. individual branding
2. overall family branding
3. line family branding
4. brand-extension branding
5. none of these

ANS:- 4

When \_\_\_\_\_ branding is used, all of a firm's products are branded with the same name or atleast part of the name

1. individual
2. trademark
3. family
4. selective
5. extension

ANS:- 3

The four levels of brands are the tangible product, the basic brand, the potential brand and the \_\_\_\_\_ brand

1. targeted
2. augmented
3. aggregated
4. positioned
5. none of these

ANS:- 2

Which of the following sentences is true ?

1. Marketing is not required in a Buyer's Market
2. Marketing is not required in a Seller's Market
3. Marketing is not required due to competition
4. Marketing is not required due to liberalization
5. Marketing is not required due to globalization
6. ANS:- 2

For effective marketing the salesmen should have which of these qualities

1. Creativity
2. Team Spirit
3. Motivation
4. Effective Communication Skills
5. All of these

ANS:- 5

Market information means

1. Knowledge of shops and bazaars
2. Knowledge of shopping malls
3. knowledge of customer profile and product mix
4. knowledge of various languages
5. none of these

ANS:- 3

Labeling is important for three reasons, including promotional and legal reasons. What is the third reason ?

1. Marketing



2. Branding
3. Strategic
4. Informational
5. none of these

ANS:- 4

**Which among the following is / are advantages of packaging ?**

1. it helps increase sales
2. it adds to the use of product
3. it helps in storage
4. all of the above
5. none of the above

ANS:- 4

**A brand manager in a multiproduct firm would be considered responsible for**

1. the performance of a specific brand
2. all brands within a product line
3. branding the products of the firm
4. all brands made by the firm
5. none of these

ANS:- 1

**The members of a venture team come from ?**

1. the marketing department
2. the research and development department
3. the production and finance departments
4. different functional areas of an organization
5. none of these

ANS:- 4

**All of the following are major steps in developing new products except**

1. test marketing
2. evaluation of competitors efforts
3. screening
4. business analysis
5. idea generation

ANS:- 2

## **SET 12**

**Which step in developing new products involves determining whether the product idea is compatible with company objectives, needs, and resources on a general level ?**

1. Product Development
2. Screening
3. Idea Generation
4. Business Analysis
5. None of these

ANS:- 2

**During which stage of new product development does the firm consider profitability ?**

1. Idea Generation
2. Testing
3. Business Analysis
4. Product Development
5. Compatibility research

ANS:- 3

**The level of commitment that consumers feel towards a given brand is called \_\_\_\_\_**

1. Brand equity
2. Brand name
3. Brand loyalty
4. Brand utility
5. None of these

ANS:- 3

**A situation whereby market is expanded by developing new products to satisfy new consumer needs is called \_\_\_\_\_**

1. Market development
2. Diversification
3. Both 1 and 2
4. Neither 1 nor 2
5. None of these

ANS:- 2

**Managing a product in the growth stage of its life cycle might include**

1. Lowering prices after developmental costs have been recovered
2. Raising promotion expenditures as a percentage of total sales as sales increase
3. Moving from intensive to selective product exposure
4. Reducing the number of product models in the product line
5. None of these

ANS:- 1

**A company wanting to maintain market share during the maturity stage requires moderate and some times large**

1. advertising expenditures
2. distribution expenditures
3. production expenditures
4. price increases
5. packaging modifications

ANS:- 1

**Market Research is needed for**

1. checking the market area
2. checking the right product to be sold
3. making proper marketing decisions
4. deciding right time to sell
5. all of these

ANS:- 3

**A phase out approach can be best described as :**

1. allowing the product to decline without a change in the marketing strategy
2. exploiting any strengths left in the product
3. immediately dropping the product from the product mix
4. intensifying marketing efforts in core markets
5. stopping production to get rid of material surplus

ANS:- 1

**Which of the following statements is true**

1. Marketing makes the company to go into loss due to higher expenses
2. Marketing is not required in profit making companies
3. Marketing sharpens the minds of the employees
4. Marketing is a time bound seasonal function
5. Marketing is a waste of time

ANS:- 4

**Compared with other phases of the new product development process, the largest number of new product ideas are rejected during the \_\_\_\_\_ phase**

1. idea generation
2. concept testing
3. business analysis
4. screening

5. test marketing

ANS:- 4

### Marketing plan helps in

1. better lead generation
2. better systems
3. better results
4. improved balance sheet
5. better customer service

ANS:- 1

If marketing is done effectively which of the following is not required ?

1. Advertisement
2. Publicity
3. Market Research
4. Market Segmentation
5. None of these

ANS:- 2

### Motivation means

1. Inspiring employees to perform better
2. Better communication skills
3. Sales Coaching
4. Market Research
5. None of these

ANS:- 1

During the growth stage of the product life cycle, the marketer should

1. fortify the product position
2. move to exclusive distribution
3. raise the price
4. increase promotion as a percentage of sales
5. none of these

ANS:- 1

### During the maturity stage

1. Product modifications are unnecessary
2. there is less emphasis on changing a product's price
3. marketing strategies are rarely altered
4. some competitors are forced out
5. none of these

ANS:- 4

In product modification, the FIRST issue to consider is whether :

1. the cost of the modification is too high
2. the product is modifiable
3. the quality is modifiable
4. the modification will provide the customer greater satisfaction
5. none of these

ANS:- 2

A major problem with using style modification is that

1. customers have difficulty recognizing that a change has been made
2. such changes do not yield long lasting appeal
3. customers may perceive such modifications as less attractive
4. they are almost always very costly
5. none of these

ANS:- 3

Changes that affect a product's versatility, effectiveness, convenience, or safety are called \_\_\_\_\_ modifications

1. functional
2. formal
3. style

4. quality

5. package

ANS:- 1

Price strategies become more mixed during the \_\_\_\_\_ stage of the product life cycle :

1. growth
2. maturity
3. decline
4. introduction
5. none of these

ANS:- 2

In a selling process in today's world \_\_\_\_\_

1. only standard products are sold
2. no customization required
3. the seller need not have product knowledge
4. the seller should aim at customer satisfaction
5. only quantum of sales matters

ANS:- 4

### SET 13

Dropping an unprofitable product immediately is the best strategy when

1. All advertising and promotional efforts have been exhausted
2. Losses are too great to prolong the product's life
3. The product's performance cannot be improved
4. There is low compatibility with the firm's business strategies
5. None of these

ANS:- 2

Classification of products into goods, services, and ideas is determined by the :

1. Degree of labour intensiveness
2. Type of markets
3. Dominant component
4. Skill of the service provider
5. Degree of consumer contact

ANS:- 3

Of the following alternatives, which service is the most people-based ?

1. Dry cleaning
2. Carpet cleaning
3. Swimming instruction
4. Airline flight
5. Hotel accommodations

ANS:- 3

In service marketing, the most important link to the customer is

1. effective advertising
2. good word-of-mouth communication
3. well-trained contact employees
4. the tangible aspects of the service
5. exceptional service quality

ANS:- 3

Which one of the following can be considered a high-contact service ?

1. Postal service
2. Car repair
3. Health care
4. Banking
5. Dry cleaning

ANS:- 3

Marketing activities conducted by individuals and organizations to achieve some goal other than ordinary business goals such as profit is :



1. non business marketing
2. organization marketing
3. individual marketing
4. enterprise marketing
5. none of these

ANS:- 1

**A group of individuals who have an interest in or concern about an organization, a product, or a social cause is a(n) :**

1. direct consumer
2. client consumer
3. target public
4. general public
5. indirect consumer

ANS:- 3

**The necessary interaction between services provider and customer that allows a service to be delivered is called**

1. customer contact
2. service exchange
3. marketing
4. relationship marketing
5. service contact

ANS:- 1

**Consumers look closely at service quality when comparing competing services because**

1. they perceive all services to be essentially the same
2. all services are priced about the same
3. quality is the only relevant service characteristic
4. services are very difficult to evaluate
5. none of these

ANS:- 4

**Which one of the following services is NOT labour intensive ?**

1. Education
2. Hair care
3. Insurance
4. Fitness centre
5. Legal counsel

ANS:- 4

**What is the marketing objective of non-business organizations ?**

1. To provide an idea or service to the public
2. To obtain a desired response from a target market or public
3. To obtain a return on social investment
4. To determine the target market and to create and maintain a satisfying marketing mix
5. none of these

ANS:- 2

**Marketing channel refers to \_\_\_\_\_**

1. A physical channel for movement of goods in them from the seller to the buyer
2. A set of firms who handle the physical movement of goods from one point to another
3. Different departments of the producer firm which are associated in ensuring delivery of goods to the buyer
4. A set of independent organizations involved in the process of making a product or service available for use or consumption

5. none of these

ANS:- 3

**A channel of distribution is a group of individuals and organizations that**

1. directs the flow of products from producers to customers
2. links producers to other marketing intermediaries
3. takes title to products and resells them
4. manages transportation and warehousing functions
5. none of these

ANS:- 1

**The diagram represents - Producer -> Wholesaler/Distributor -> Retailer -> Consumer**

1. Zero level channel
2. One level channel
3. Two level channel
4. Four level channel
5. None of these

ANS:- 3

**In one-level channel there is no \_\_\_\_\_**

1. Wholesaler
2. Retailer
3. Consumer
4. Producer
5. None of these

ANS:- 1

**A channel strategy that limits availability of products to a few carefully selected outlets in a given market area is called \_\_\_\_\_**

1. Selective channel
2. Intensive channel
3. Both 1 & 2
4. Neither 1 nor 2
5. None of these

ANS:- 1

**Most, but not all, marketing channels have marketing intermediaries. A marketing intermediary, sometimes called a middleman**

1. is always a wholesaler
2. links producers to other middlemen or the ultimate users of the products
3. always sells products to retailers
4. does not take title to products
5. none of these

ANS:- 2

**An intermediary between the producer and consumer is called**

1. Middlemen
2. Agent
3. Broker
4. All of the above
5. None of these

ANS:- 1

**The marketing channel of producer to retailer to consumer is MOST likely to be used by producers of which of the following products ?**

1. Chewing gum
2. Tobacco
3. Cars
4. Hardware
5. Cream crackers

ANS:- 3

**Of the following intermediaries, \_\_\_\_\_ are not found working for banks**

1. Direct sales agents
2. Wholesellers
3. Automobiles dealers
4. Merchant establishments
5. None of these

ANS:- 2

**SET 14**

**The main reason a manufacturer may try to prohibit intermediaries from selling its products outside designated sales territories is to**

1. tighten its control over distribution of its products
2. discourage competition from other manufacturers
3. incorporate selective distribution
4. contain costs
5. none of these

ANS:- 1

**Wholesaling is best defined as**

1. all transactions in which products are bought for resale, for making other products, or for general business operations
2. all transactions made at retail outlets only
3. all transactions in which purchases are for production of other goods only
4. all marketing activities necessary to expedite exchanges to ultimate consumers
5. none of these

ANS:- 1

**From a retailer's point of view, the MOST basic advantage of using a wholesaler is that the wholesaler**

1. extends credit to the retailer
2. provides storage facilities to the retailer
3. can perform physical distribution activities more efficiently than the retailer
4. takes ownership of goods for the retailer
5. none of these

ANS:- 3

**A merchant wholesaler**

1. takes title and assumes risk and is generally involved in buying and reselling products
2. takes title and possession of goods and sells only to retailers
3. does not take title and possession of goods but may facilitate
4. deals exclusively with industrial products
5. none of these

ANS:- 1

**Find the true statement**

1. Marketing is a waste of the employee's time
2. Marketing is not required in India due to its vast population
3. Marketing involves additional work
4. Marketing involves team work
5. Marketing is not required today due to IT advancement

ANS:- 4

**A cash-and-carry wholesaler would be expected to**

1. provide transportation
2. handle high turnover products
3. provide credit
4. carry a wide variety of products
5. provide a wide range of services

ANS:- 2

**The primary purpose of a broker is to**

1. take title to a producer's goods before selling them to retailers or consumers
2. sell directly to the final consumer
3. supply products in the food industry by developing permanent, trusting relationships with buyers
4. sell delivery to producers
5. bring buyers and sellers together

ANS:- 5

**The broad objective of channel selection is**

1. Availability of production in the target market
2. Smooth movement of the product
3. Information communication
4. All of the above
5. none of these

ANS:- 3

**Which among the following is not a function of marketing channel ?**

1. Buying
2. Selling
3. Producing
4. Promoting
5. none of these

ANS:- 3

**The people and organizations who assists the flow of products and information to marketing channels are called**

1. Merchants
2. Dealers
3. Both 1 and 2
4. Facilitating agents
5. none of these

ANS:- 4

**A Target Market is**

1. entire country
2. entire city
3. entire globe
4. that which consists of customers who need the identified product
5. all of these

ANS:- 4

**Sales forecasting involves**

1. Sales planning
2. Sales pricing
3. Distribution Channels
4. Consumer tastes
5. all of these

ANS:- 4

**The functions of distribution channel do not include**

1. Gathering and providing market information
2. Marketing research
3. Assisting the consumer in understanding and using the goods
4. Promoting the sales of goods
5. none of these

ANS:- 2

**Distribution channels carry out the following functions except**

1. Physical distribution
2. Fixing the price
3. Matching the offer
4. Risk taking
5. None of these

ANS:- 2



A manufacturer owned middleman that sells products and provides support services for the manufacturer's sales force is called a sales \_\_\_\_\_

1. branch
2. office
3. manager
4. broker
5. agent

ANS:- 1

The retailer is usually in an excellent position to

1. make the most profits in the channel
2. be the channel leader
3. gain feedback from consumers
4. co-ordinate the production strategy
5. none of these

ANS:- 3

A direct marketing channel is also called as \_\_\_\_\_ level channel.

1. Three
2. two
3. one
4. zero
5. none of these

ANS:- 4

Direct marketing and automatic vending are examples of

1. off-premise retailing
2. portfolio retailing
3. non-store retailing
4. off-price retailing
5. direct retailing

ANS:- 3

Which one of the following is NOT a form of direct marketing ?

1. catalog retailing
2. telemarketing
3. personal selling
4. direct mail
5. none of these

ANS:- 3

An arrangement in which a supplier grants a dealer the right to sell products in exchange for some type of consideration is

1. licensing
2. retailing
3. franchising
4. wholesaling
5. none of these

ANS:- 3

## SET 15

The physical arrangement of the illustration, headline, sub-headline, body copy, and the signature is called

1. artwork
2. copy
3. art design
4. layout
5. storyboard

ANS:- 4

\_\_\_\_\_ is communication in news story form about an organization, its products, or both, that is transmitted through a mass medium at no charge.

1. advertising
2. publicity

3. public relations
4. sales promotion
5. personal selling

ANS:- 2

\_\_\_\_\_ is a broad set of communication activities used to create and maintain favorable relations between the organization and public

1. advertising
2. selling
3. a press strategy
4. public relations
5. publicity

ANS:- 4

A television advertisement showing the safety features of the Volvo 240 DL would be best classified as which of the following ?

1. Product advertising
2. Pioneer advertising
3. Defensive advertising
4. Societal marketing
5. Publicity

ANS:- 1

The final stage in the development of an advertising campaign is

1. creating the advertising platform
2. developing the media plan
3. creating the advertising message
4. evaluating the effectiveness of advertising
5. none of these

ANS:- 4

Advertising appropriations are largest for which type of product

1. industrial products
2. convenience goods
3. high-priced products
4. specialty goods
5. infrequently purchased goods

ANS:- 2

The \_\_\_\_\_ is supposed to attract readers' attention and develop sufficient interest so that they will read the entire advertisement.

1. signature
2. layout
3. headline
4. artwork
5. sub-headline

ANS:- 3

Artwork, a major part of most advertisements, consists of the

1. illustration and the signature
2. illustration and the layout
3. illustration and type of print used in the headlines
4. layout and the signature
5. method by which all the components are put together

ANS:- 2

A marketer uses pioneer advertising to :

1. promote established brands
2. compare brand names
3. promote a product in the introductory stage of the life cycle
4. introduce a competitive version of the product

5. none of these **ANS:- 3**

**Capital goods are the goods which are**

1. consumed directly
2. durable goods
3. used for further production
4. both 1 & 2
5. none of these

**ANS:- 3**

**Personal selling tries to achieve three general goals : finding prospects, convincing prospects to buy, and**

1. monitoring new products being developed
2. being aware of competitors' sales activities
3. depending on one-sale customers
4. avoiding repeat sales
5. keeping customers satisfied

**ANS:- 5**

**The final stage of the selling process is the**

1. closing
2. trial close
3. presentation
4. follow-up
5. overcoming of objections

**ANS:- 4**

**Which of the following is least likely to be directly involved in actually making sales ?**

1. order taker
2. current-customer salesperson
3. order getter
4. fixed order taker
5. support personnel

**ANS:- 5**

**In establishing sales promotion objectives, a marketer should always**

1. concentrate on activities that increase consumer demand
2. focus on consumers
3. be defensive in the method used
4. align objectives with the organization's overall objectives
5. none of these

**ANS:- 4**

**Which of the following is most likely to stimulate customer loyalty ?**

1. corruption
2. sweepstakes
3. frequent-user incentives
4. samples
5. premiums

**ANS:- 3**

**A \_\_\_\_\_ is a gift to a retailer who purchases a specified quantity of merchandise.**

1. dealer loader
2. premium
3. dealer listing
4. merchandise allowance
5. count and recount

**ANS:- 1**

**The first step in the selling process is**

1. preapproach
2. approaching the customer
3. making the presentation
4. overcoming objections
5. prospecting

**ANS:- 5**

**Before contacting acceptable prospects, a salesperson for an industrial cleaning equipment, company analyzes, information about the prospects' product needs, feelings about brands, and personal characteristics. This process is called**

1. prospecting
2. preparing
3. approaching the customer
4. sales training
5. sales planning

**ANS:- 2**

**The main reason for establishing sales territories to**

1. secure optimum market coverage
2. reduce selling expenses
3. facilitate planning and control of selling operations
4. improve sales force performance and morale
5. none of these

**ANS:- 1**

**Which among the following is/are duty/ies of the sales manager ?**

1. organizing sales research
2. setting and controlling the targets
3. advising the company on sales promotion
4. all of the above
5. none of these

**ANS:- 4**

## **SET 16**

**The person or firm that buys large quantity of goods from various producers or vendors, warehouses them, and resells to retailers is called**

1. Industrial distributor
2. Production agent
3. Wholesaler
4. Manufacturer's agent
5. Producer

**ANS:- 3**

**The type of sales person that usually required training in physical science or engineering is the**

1. trade salesperson
2. missionary salesperson
3. technical salesperson
4. order take
5. order getting

**ANS:- 3**

**which among the following is the most commonly used sales promotional technique in India ?**

1. Price Deals
2. Refunds and Refits
3. Both 1 and 2
4. Neither 1 nor 2
5. None of these

**ANS:- 4**

**Sales promotion is best defined as a(n)**

1. activity and / or material used as a direct inducement to resellers, salespersons, or consumers
2. advertising and publicity campaign
3. cyclical activity aimed at producing short-run effects on sales
4. activity and/or material used in personal selling
5. none of these

**ANS:- 1**



**A limitation of sales promotion is that excessive sales promotion efforts directed at price reductions can lead to**

1. stronger consumer demand for information provided through advertising
2. a decline in the brand's image
3. a decline in the organization's image
4. increased costs of promotion
5. none of these

ANS:- 2

**\_\_\_\_\_ are items offered free or at minimal cost as a bonus for purchasing a product**

1. Rebates
2. Premiums
3. Samples
4. Merchandise allowances
5. Coupons

ANS:- 2

**With you all the way is the slogan of**

1. Vodafone
2. SBI
3. ICICI
4. Raymond's
5. HDFC

ANS:- 2

**Cross selling means**

1. Identifying customer needs
2. matching the products to customer needs
3. convincing the customers of product benefits
4. responding to questions and objections of customers
5. none of these

ANS:- 5

**An advertising campaign that tries to persuade people to avoid drinking and driving is an example of**

1. service advertising
2. social marketing
3. campaign marketing
4. product advertising
5. none of these

ANS:- 2

**Which of the followign is not a benefit of direct marketing ?**

1. customer relationship building
2. immediate response
3. convenience
4. assists client prospecting
5. greater product access and selection

ANS:- 4

**Because of a service's \_\_\_\_\_, standardization and quality are extremely difficult to control**

1. intangibility
2. inseparability
3. homogeneity
4. heterogeneity
5. perishability

ANS:- 4

**In modern days, sales approach is based on \_\_\_\_\_**

1. value sharing
2. relation building
3. coordinated approach
4. all of the above
5. none of the above

ANS:- 4

**High-contact services include which of the following examples ?**

1. Photo developing
2. Cinemas
3. Car repairs
4. Garden Landscaping
5. Medical services

ANS:- 5

**Consumers' service expectations are influenced by advertising, word-of-mouth communication, and**

1. recommendations from friends
2. past experiences with the service
3. news stories about the service
4. the tangibles of the service
5. credence qualities

ANS:- 2

**Which of the following is an intangible dominant product ?**

1. flowers
2. perfume
3. food
4. mortgage
5. car

ANS:- 4

**Which one of the promotion elements is probably the most powerful for services ?**

1. publicity
2. advertising
3. personal selling
4. sales promotion
5. none of these

ANS:- 3

**A high-contact service is one in which**

1. the customer and service provider must meet frequently
2. the customer must be physically present to receive the service
3. the service provider must be present when the service is provided
4. a great deal of physical touching is required
5. none of these

ANS:- 2

**Which marketing activity does NOT occur in non-business marketing ?**

1. Distribution
2. Exchange
3. Profits
4. Negotiation
5. Persuasion

ANS:- 3

**\_\_\_\_\_ is the value of the benefit that is given up by selecting one alternative rather than another**

1. Benefit loss
2. Opportunity cost
3. Privileged cost
4. Selection cost
5. Exchange loss

ANS:- 2

**Relationships among channel members, i.e., producers, wholesalers and retailers, are usually**

1. short-term commitments
2. long-term commitments
3. expensive resource commitments

4. only minor commitments
5. none of these

ANS:- 2

5. None of these

ANS:- 4

**Of the following functions, which set is MOST likely to be passed on to wholesalers by producers ?**

1. Transportation, Packaging and Financing
2. Product Development, Advertising and Financing
3. Warehousing, Transportation, and advertising
4. Financing, Transportation and Branding
5. Market Information, Transportation, Warehousing and Financing

ANS:- 5

**By buying in large quantities and delivering to customers in smaller lots, a wholesaler may perform all of the following physical distribution activities except**

1. inventory planning
2. transportation
3. materials handling
4. unit pricing
5. communication

ANS:- 4

**Economics in marketing can be achieved in terms of**

1. sales literature
2. inventory management
3. after sales service requirements
4. all of the above
5. none of these

ANS:- 4

**The strategy of identifying an attractive market segment and serving it in a way that differentiates the retailer from others in consumers' minds is termed :**

1. product positioning
2. niche retailing
3. retail positioning
4. merchandise policy
5. none of these

ANS:- 3

**When a retailer adds unrelated products and product lines to the existing product mix, this is termed**

1. range expansion
2. mix scrambling
3. merchandise extension
4. scrambled merchandising
5. none of these

ANS:- 4

**A retail establishment that is open twenty-four hours a day**

1. will have higher sales than other retailers
2. provides time utility
3. is adhering to the marketing concept
4. is production-oriented
5. none of these

ANS:- 2

**The primary advantage of automatic vending as a form of retailing is that :**

1. it provides continuous service to customers
2. it eliminates the need for sales personnel
3. vending machines require little maintenance
4. it offers low cost, personal method of selling
5. none of these

ANS:- 2

**IF the demand for products is unpredictable, suppliers must be able to respond quickly to inventory needs. In these cases, \_\_\_\_\_ may be a minor**

4. only minor commitments
5. none of these

ANS:- 2

5. None of these

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## SET 17

**What is the overall goal of relationship marketing ?**

1. Encourage utilization of products over the lifespan of the consumer
2. Increase sales of new products
3. Improve profitability
4. Developing strategic partnerships with valued customers
5. All the above

ANS:- 4

**Personal selling can be defined as which of the following ?**

1. People communication
2. Inter-connective communication
3. Local communication
4. Interpersonal communication
5. Direct communication

ANS:- 4

**Breaking down large, homogeneous inventories into smaller lots for wholesalers and retailers is**

1. Sorting out
2. Assorting
3. Accumulation
4. Allocation
5. None of these

ANS:- 4

**Customers who purchase encyclopedias from door-to-door salespeople are acquiring products through**

1. the most efficient channel of distribution
2. the most common type of marketing channels
3. a direct-marketing channel
4. a business-to-business channel of distribution
5. none of these

ANS:- 3

**Nationally distributed consumer convenience products such as cigarettes are MOST likely distributed through which of the following channels ?**

1. Producers - Consumers
2. Producer - Agents - Wholesalers - Retailers - Consumers
3. Producer - Wholesalers - Consumers
4. Producer - Wholesalers - Retailers - Consumers
5. Producer - Industrial Distributor - Wholesalers - Retailers - Consumers

ANS:- 4

**There are four major characteristics of personal selling. Which of the following is not one of these characteristics ?**

1. Cost
2. Cultivation
3. Personality
4. Precision
5. Impact

ANS:- 3

**Which among the following generally does not come under Corporate Banking ?**

1. Structured Finance
2. Government Banking
3. FI, Capital Markets & Custodial Services
4. Debit Cards



consideration when compared with service, dependability, and timeliness.

1. Planning
2. Strategy
3. Objectives
4. Cost
5. Speed

ANS:- 4

Which among the following does not come under the organizational objectives of the bank in India ?

1. To Earn Profit
2. To play a developmental role in Rural India
3. To Provide employment to maximum people
4. To Improve Customer Relationships
5. All of above are organizational objectives of the bank in India

ANS:- 3

Without which of the following a bank cannot survive

1. Cash
2. Computers
3. Customers
4. Credit
5. Competitors

ANS:- 3

Marketing is complex in Banks compared to other commercial concerns. Which among the following justifies this statement ?

1. Bank marketing is a service Marketing
2. The focus of the bank marketing is customer
3. The Bank marketing is doubly oriented
4. Banking products are intangible
5. None of these

ANS:- 3

What has been the effect on banks by the increased role of capital markets in mobilizing funds ?

1. It increased the importance of banks
2. it decreased the importance of banks
3. it did not affect the importance of banks
4. it provided an opportunity for banks to earn more
5. none of them

ANS:- 2

Which of the following Banks in India is known to be the first Indian bank to adopt the concept of market segmentation ?

1. Punjab National Bank
2. State Bank of India
3. ICICI Bank
4. Bank of Baroda
5. Canara Bank

ANS:- 2

## SET 18

Bank marketing is aimed at providing services to satisfy customer's \_\_\_\_\_ needs.

1. Physical
2. Financial
3. Primary
4. Market
5. None of these

ANS:- 2

Objective of marketing is \_\_\_\_\_

1. Target market
2. Fulfil needs
3. Integrated Marketing

4. Profit by customer satisfaction

5. All of the above

ANS:- 5

To make proper marketing decisions we need to be done \_\_\_\_\_

1. Market research
2. Financial product
3. Targeted marketing
4. Publicity
5. None of these

ANS:- 1

To survive in the growing competition banks need to implement \_\_\_\_\_

1. Free schemes
2. Service orientation
3. Marketing Orientation
4. Core banking
5. None of these

ANS:- 3

Gathering information about customers or market is known as \_\_\_\_\_

1. Customer inspection
2. Checking market area
3. Need of a bank
4. Market Research
5. None of these

ANS:- 4

Treating of the market as a homogenous group and offering the same services to all customers is a \_\_\_\_\_

1. Mass marketing
2. Segment marketing
3. Local marketing
4. Group marketing
5. None of these

ANS:- 1

Process or methodology used to learn more about customers' needs and behaviors is ?

1. Selling process
2. Customer relationship management
3. Believing in customer
4. Customer facing
5. None of these

ANS:- 2

Labelling means \_\_\_\_\_

1. Identifying the product or brand
2. To provide information about the product
3. Promoting the product through 'attractive graphics'
4. All of the above
5. None of the above

ANS:- 4

Developing and spreading persuasive communications about an offer or a product is known as \_\_\_\_\_

1. Promotion
2. Information
3. Channel usage
4. Distribution
5. None of these

ANS:- 1

Converting an opportunity to revenue by salesperson depends on \_\_\_\_\_

1. Sales manager
2. Pay scale
3. Skills and willingness of the sales person
4. Competitors

5. None of these

ANS:- 3

**Why banks having less focus on customer although they use direct marketing ?**

1. Due to lack of appreciation of need for marketing in banking
2. Banks do not need customers much
3. Direct marketing never gives importance to customers
4. Banks need money than customers
5. None of these

ANS:- 1

**Identify the direct marketing tool from the following**

1. Core banking
2. Kiosks
3. Direct mailing
4. Websites
5. All of these

ANS:- 5

**A set of tools used in marketing is \_\_\_\_\_**

1. Direct marketing
2. Sales personal
3. Marketing mix
4. Market value
5. None of these

ANS:- 3

**One of the following is NOT included in 4 P's of Marketing..**

1. Product
2. Price
3. Place
4. Policy
5. None of these

ANS:- 4

**What are the four stages of product life cycle ?**

1. Introduction, Growth, Maturity and Decline
2. Starting, Sales, Service and End
3. Introduction, Sales, Service and End
4. Starting, Growth, Sales and Decline
5. None of these

ANS:- 1

**SWOT Stands for \_\_\_\_\_**

1. Strength, Weakness, Opportunities and Threats
2. Selling, Willing, Opening and Treating
3. Sales, Winning, Opportunity and Team
4. Sales, Weakness, Opportunity and Team
5. None of these

ANS:- 1

**Difference between marketing and selling is \_\_\_\_\_**

a) Marketing focus on customer and selling focus on seller

b) Marketing practices integrated approach and selling practices fragmented approach

c) Marketing converts customer's need into product and selling converts product into cash

d) Marketing makes profits through customer satisfaction, selling makes profits through sales volume

1. only a
2. a, b and d
3. b and d
4. all a, b, c and d
5. None of these

ANS:- 4

**Modern style of marketing include \_\_\_\_\_**

1. E-Commerce
2. E-mail solicitation
3. Social media marketing
4. All of these
5. None of these

ANS:- 4

**One of the following is not included in market segmentation.**

1. Geographic Segmentation
2. Demographic Segmentation
3. Sales Segmentation
4. Behavioral Segmentation
5. None of these

ANS:- 3

**Census means \_\_\_\_\_**

1. A stock market index
2. A complete canvas of a population
3. A list of voters in a constitution
4. A channel in marketing
5. None of these

ANS:- 2

**The legal term for brand is \_\_\_\_\_**

1. Trademark
2. Name
3. Identity of Product
4. Symbol of Product
5. None of these

ANS:- 1

## SET 19

**Q. Which of the following is a sales method, where the customer's attention is drawn, benefits are showed, and finally the deal is closed ?**

1. above-the-fold-method
2. ABC method
3. Absolute Benefit Method
4. Attention Benefit method
5. None of these

ANS:- 2

**Q. 'Shoplifting' is known as \_\_\_\_\_**

1. theft of retail merchandise during store house
2. burglary of a house
3. Both 1 and 2
4. Neither 1 nor 2
5. None of these

ANS:- 1

**Q. A merger is also called as \_\_\_\_\_**

1. an amalgamation
2. a consortium
3. a joint venture
4. an acquisition
5. None of these

ANS:- 1

**Q. A group of Blue collar customers of a bank will be placed in which of the following segments ?**

1. Profession segments
2. Gender based segment
3. Income segment
4. Institutional Segment
5. None of these

ANS:- 1

**Q. Inventory means ?**

1. amount of goods sold
2. amount of goods lying unsold



3. manufacturing new products
4. amount of goods sold on credit
5. None of these

ANS:- 2

Q. \_\_\_\_\_ means making a smaller business, part of a larger one, so that the smaller company in effect no longer exists.

1. Merger
2. Amalgamation
3. Absorption
4. Invention
5. None of these

ANS:- 3

Q. A price fixed by a manufacturer which cannot be varied by a retailer is called \_\_\_\_\_

1. Ad valorem Price
2. Manufacturing price
3. Retailer's price
4. Market Price
5. Administered Price

ANS:- 5

Q. Which of the following is the tax calculated on the sales value of the goods ?

1. Custom tax
2. Excise duty
3. Invention cost
4. Reimbursement Duty
5. Ad valorem tax

ANS:- 5

Q. A product with added benefits such as warranties or installation service etc.

1. Augmented Product
2. Bullion Product
3. Manufacturer's Product
4. Retailer's product
5. None of these

ANS:- 1

Q. A period of expansion of business activity is called

1. depression
2. recession
3. slump
4. boom
5. None of these

ANS:- 4

Q. Bullion does not include

1. gold
2. silver
3. cash
4. both 1 and 2
5. None of these

ANS:- 3

Q. Which of the following is an example of an intangible asset ?

1. building
2. machinery
3. patent
4. cash
5. None of these

ANS:- 3

Q. Production cost which increase with the quantity of product made is called ?

1. Absorption Cost
2. High Production Cost
3. Non-fixed cost

4. Variable cost
5. None of these

ANS:- 4

Q. List of goods being transported, made out by the carrier is called ?

1. Bill of Exchange
2. Waybill
3. Indemnity Bond
4. Lorry Bond
5. None of these

ANS:- 2

Q. Monopsony is a market situation in which there exists

1. many customers one supplier
2. many customers many suppliers
3. few customers few suppliers
4. one customer many suppliers
5. None of these

ANS:- 4

Q. An index showing the rises and falls of prices of manufactured goods as they leave the factory is called

1. Sales Index
2. Wholesale Price Index
3. Individual Price Index
4. International Price Index
5. None of these

ANS:- 2

Q. Which of the following belongs to the category of 'White Goods' ?

1. Refrigerator
2. Turbine
3. Train
4. Cement
5. None of these

ANS:- 1

Q. Which of the following characteristics is not associated with wholesalers ?

1. Assembly
2. Distribution to retailers
3. Selling to consumers
4. Grading
5. None of these

ANS:- 3

Q. Loco Price means ?

1. customer's price
2. retailer's price
3. wholesaler's price
4. manufacturer's price
5. None of these

ANS:- 4

Q. In India, which commission can be approached to curb misleading advertisements ?

1. CCI
2. MTP
3. ISPT
4. QTP
5. None of these

ANS:- 1

## SET 20

Q. PBX in business communication jargon stands for

1. Personal Branch Exchange
2. Private Branch Exchange
3. Personnel Bureau Exchange
4. Public Bureau Exchange

5. None of these

ANS:- 2

5. None of these

ANS:- 3

Q. The practice of looking at goods in shop windows, without buying anything is

1. Empty Shopping
2. Timely Shopping
3. Outing Shopping
4. Window Shopping
5. Outdoor Shopping

ANS:- 4

Q. A situation in which, whatever happens or whatever choice is made, the people involved will benefit is called

1. Good situation
2. Perfection situation
3. Win-Win situation
4. Lose-Lose situation
5. Win-Lose situation

ANS:- 3

Q. MRTP Act is

1. Monopolies and Restrictive Trade Practices Act
2. Motor Regulations and Transport Providers Act
3. Municipal Roads and Transport Policy Act
4. Merchant Regulations and Traders Principles Act
5. None of these

ANS:- 1

Q. NABARD, a bank, is the nodal agency for

1. Agriculture finance
2. Street industry finance
3. Automobile finance
4. Petrochemical finance
5. None of these

ANS:- 1

Q. A Free Trade Zone is an area

1. where goods are traded free of cost
2. where goods are traded through barter
3. where there are no customs duties
4. where government controls production and distribution
5. None of these

ANS:- 3

Q. High-priced goods which are kept in use for a relatively long time and so are not replaced very frequently are called \_\_\_\_\_

1. White goods
2. Yellow goods
3. Red goods
4. Orange goods
5. None of these

ANS:- 2

Q. Goods which are not bought as often as fast-moving items but are replaced from time to time are called

1. White goods
2. Yellow goods
3. Red goods
4. Orange goods
5. None of these

ANS:- 4

Q. Fast-selling convenience goods are called

1. White goods
2. Yellow goods
3. Red goods
4. Orange goods

Q. A bank doesn't honour

1. an ante-dated cheque
2. a state cheque
3. a post-dated cheque
4. both 2 and 3
5. None of these

ANS:- 4

Q. What is a Finance benefit ?

1. Added advantages available to shareholders
2. Indirect, non cash benefits provided to employees
3. Salaries paid
4. Benefits to manufacturers due to location of the producing unit
5. None of these

ANS:- 2

Q. Caveat Emptor means

1. an economy where the emperor/ ruler governs the rate at which money is lent
2. means that buyer is responsible for the quality of the goods he buys
3. person in charge of a meeting
4. 1 or 2
5. None of these

ANS:- 2

Q. Brainstorming is used by the management for

1. Work allocation of the shop floor
2. Generating alternative for problem solving
3. The promotion of research and development
4. Training employees
5. None of these

ANS:- 2

Q. Product line is a \_\_\_\_\_

1. specific model of product
2. group of closely related items
3. all products offered by a company
4. both 1 and 2
5. None of these

ANS:- 2

Q. The Stock Exchanges in India are regulated by

1. RBI
2. SEBI
3. SBI
4. IDBI
5. None of these

ANS:- 2

Q. Underwriting in terms of shares means

1. Agreeing to purchase shortfall of shares in a company in case of undersubscription
2. Selling shares at a discount
3. Purchasing property at less than market price
4. a and b
5. None of these

ANS:- 1

Q. A small size of news paper, as opposed to a broadsheet

1. magazine
2. journal
3. tabloid
4. district edition
5. None of these

ANS:- 3



Q. The aiming of advertising or selling at a specific group of consumers who all have similar characteristics

1. Same-people Marketing
2. Individual Marketing
3. Services Marketing
4. Industrial Marketing
5. Target Marketing

ANS:- 5

Q. Which among the following is not included in fringe benefits available to an employee ?

1. old age survivors benefits
2. pensions
3. gratuities
4. both 1 and 2
5. None of these

ANS:- 5

Q. Advertising which makes use of testimonials from famous or qualified people, or from satisfied customers, to endorse a product is called

1. Proof Advertisement
2. Direct Advertisement
3. Testimonial Advertisement
4. Back-door Advertisement
5. None of these

ANS:- 3

## SET 21

Q. Which among the following is a source of recruitment of sales force ?

1. Advertisement
2. Employment agencies
3. Educational Institutions
4. All of the above
5. None of the above

ANS:- 4

Q. 'Rat Race' in Marketing / Business terminology means

1. A race conducted for rats
2. accepted proposal
3. Competition for success in a business
4. Meeting an obligation when it is due
5. None of these

ANS:- 3

Q. 'Going Concern' concept of business says which of the following

1. Business will continue trading over a long period of time
2. Anticipate no profit and provide for all possible losses
3. The period of allocation of the cost of an asset
4. 1 and 2
5. None of these

ANS:- 1

Q. PAN in Business terms means

1. Performing Asset Number
2. Personal Address Number
3. Permanent Account Number
4. Personal Account Number
5. None of these

ANS:- 3

Q. BIFR stands for

1. Bank for industrial and Financial Reconstruction
2. Board of Industrial and Financial Reconstruction

3. Board of Industries Financial Reconciliation
4. Bank of Industries Financial Reconstruction
5. BIFR

ANS:- 2

Q. 'Imprest Cash' in Business Terminology means

1. Cash maintained for Sunday expenses
2. Cash maintained for holidays
3. Cash maintained for closure of business
4. Cash maintained for top executive expenses
5. None of these

ANS:- 4

Q. Collateral Security in Business means

1. Additional or Supporting security
2. No security
3. Security in the form of Gold
4. Security for top executives
5. None of these

ANS:- 1

Q. A philosophy and style of management that gives everyone in an organization responsibility for delivering quality to the customer is

1. Total Quality Management
2. Investment Management
3. Institutional Management
4. Forward Management
5. None of these

ANS:- 1

Q. A period during which trade expands, then slows down and then expands again is called

1. Business Recession
2. Boom
3. Slump
4. Trade Cycle
5. None of these

ANS:- 4

Q. An act of exchanging a thing with another thing as a part of a business is called ?

1. Business Exchange
2. Trade-off
3. Bidding
4. Tender
5. None of these

ANS:- 2

Q. The following offering is not a service

1. Fixed deposit receipt
2. Postage stamp
3. Insurance Policy
4. Gift coupon of a chain store
5. None of these

ANS:- 4

Q. Mobile phones in India are in the \_\_\_\_\_ stage of product life cycle

1. Introduction
2. Growth
3. Maturity
4. Decline
5. None of these

ANS:- 2

Q. Selling lays emphasis on the \_\_\_\_\_ whereas marketing on \_\_\_\_\_

1. Product, Customer wants
2. Production, Customer Wants
3. Production, Product
4. Product, Cost





2. Patent
3. Atlay
4. Atsource
5. None of thes

ANS:- 1

Q. **Patents and copyrights fall under the category of**

1. Current assets
2. Liquid assets
3. **Intangible assets**
4. Nominal assets
5. None of these

ANS:- 3

Q. **Dumping can be defined as**

1. Throwing away consumer goods without destroying them
2. Buying industrial waste under sea
3. Throwing Radioactive waste in other countries
4. **The sale of goods by a foreign supplier at a price below a native supplier's prices**
5. None of these

ANS:- 4

Q. **Which of the following labels is not associated with a role of buying Decision Making Unit ?**

1. Supplier
2. **Gatekeeper**
3. Decision Maker
4. User
5. None of these

ANS:- 2

Q. **Inflation is caused by certain factors**

1. **Those causing an increase in demand**
2. Those a short, fall in supply
3. Structural rigidities in the economy
4. All of these
5. None of these

ANS:- 1

Q. **PLR stands for**

1. Planned load rate
2. **Prime Lending Rate**
3. Planned Liquid Ratio
4. Prime Liquid Ratio
5. None of these

ANS:- 2

Q. **A manual worker in a factor is called a**

1. white-collar worker
2. black-collar worker
3. green-collar worker
4. **blue-collar worker**
5. None of these

ANS:- 4

Q. **A person who writes advertisement is called a**

1. Copier
2. **Copy writer**
3. Conveyer
4. Correspondent
5. None of these

ANS:- 2

Q. **"e & o.e" stands for**

1. errors and omissions excepted
2. extras and omissions excepted
3. **errors and omissions expected**
4. extras and omissions expected
5. None of these

ANS:- 3

Q. **Money paid to an inventor or writer for the right to use his property is**

1. Revival
2. **Royalty**
3. Restructuring
4. Resolution
5. None of these

ANS:- 2

**SET 26**Q. **Which sister organization of the World Bank helps private activity in developing countries by financing projects with long-term capital in the form of equity and loans ?**

1. Asian Development Bank
2. IMF
3. International Development Association
4. **International Finance Corporation**
5. None of these

ANS:- 4

Q. **Which sister organization of the World Bank provides long term loans at zero interest to the poor and developing countries ?**

1. Asian Development Bank
2. IMF
3. **International Development Association**
4. International Finance Corporation
5. None of these

ANS:- 3

Q. **Who is known as the "Father of Economics" ?**

1. **Adam Smith**
2. Chanakya
3. Machiavelli
4. Jhonson
5. None of these

ANS:- 1

Q. **Which was the first Indian Bank to introduce credit card ?**

1. State Bank of India
2. **Central Bank of India**
3. Union Bank of India
4. ICICI Bank
5. None of these

ANS:- 2

Q. **What does devaluation of a currency mean ?**

1. decrease in the internal value of money
2. **decrease in the external value of money**
3. decrease both in the external and internal values of money
4. None of these
5. both 1 and 2

ANS:- 2

Q. **Which of the following is known as plastic money ?**

1. bearer cheques
2. **credit cards**
3. demand dreafts
4. gift cheques
5. None of these

ANS:- 2

Q. **Failure to carryout a contract is called ?**

1. **breaking**
2. default
3. overdraft
4. insolvency

5. None of these

ANS:- 1

Q. A Government order which stops trade is called ?

1. embargo
2. stay order
3. trade ban
4. trade boycott
5. None of these

ANS:- 1

Q. The debt which can never be recovered is a / an

1. dead debt
2. forgotten debt
3. bad debt
4. doubtful debt
5. None of these

ANS:- 3

Q. A situation where two companies hold shares in each other is called ?

1. equity holding
2. swapping
3. reciprocal holding
4. cross holding
5. None of these

ANS:- 4

Q. Ability of a customer to pay for good bought on credit is called

1. goodwill
2. credibility
3. credit worthiness
4. reputation
5. None of these

ANS:- 3

Q. Which of the following is an example of informal communication ?

1. Office order
2. Memo
3. Grapevine
4. Circular
5. None of these

ANS:- 3

Q. Which of the following doesn't appear on the liabilities side of the balance sheet ?

1. Capital
2. Loans
3. Advertisement expenditure
4. Share capital
5. None of these

ANS:- 3

Q. Harmonising of various activities means ?

1. Co-operation
2. Span of Control
3. Co-ordination
4. Direction
5. None of these

ANS:- 1

Q. A company comes into existence when it gets

1. High court order
2. Central Government order
3. Certificate of Commencement
4. Certificate of incorporation
5. None of these

ANS:- 4

Q. Money market is a market for

1. Long term funds
2. medium term funds

3. Short term funds

4. Both 1 and 2

5. None of these

ANS:- 3

Q. Transfer of an existing or future right, property or a debt by one person to another is called

1. assignment
2. pledge
3. endorsement
4. charge
5. None of these

ANS:- 1

Q. No interest is paid by banks on

1. Recurring deposits
2. Current deposits
3. Saving deposits
4. Fixed deposits
5. None of these

ANS:- 2

Q. A method of comparing the internal capabilities of an organization with the demands and challenges of its external environment is referred to as

1. SHOT analysis
2. SWOT analysis
3. stake holder analysis
4. shareholder analysis
5. None of these

ANS:- 2

20. "Stag" in a share market is

1. an animal
2. a short term security
3. a broker who deals in new shares
4. shares of shut down companies
5. None of these

ANS:- 3

## SET 22

Which of the following is not correct with regard to marketing ?

1. Marketing is a Management Function
2. Marketing is a Philosophy
3. Marketing is not related to Business Activity alone
4. Marketing means selling
5. Objective of Marketing is to achieve customer satisfaction

ANS:- 4

Which of the following is a part of Marketing Management ?

1. Identification of Business Opportunities
2. Understanding the Customer needs
3. Producing according to customer needs
4. Delivering as per Customer convenience
5. All the above

ANS:- 5

If Surf Excel is three pack sizes and two types of packages, what is the product depth ?

1. Two
2. Three
3. Six
4. Eight
5. Nine

ANS:- 3

For promotion under 4 P, which aspect is not taken into account ?

1. Advertisement



- Sales Promotion
- Sales Force
- Public Relations
- None of the above

ANS- 5

**In 4 P model for marketing, the place relates to which aspect ?**

- Distribution
- Production
- Transportation
- both 1 & 3
- both 2 & 3

ANS- 4

**In modern times \_\_\_\_\_ is defined as the 5th P of marketing ?**

- Policy
- Period
- Perception
- Packaging
- None of these

ANS- 4

**What among the following is the feature of experienced goods ?**

- These are intangible
- These cannot be packaged
- These cannot be touched
- These can be evaluated only after use
- all the above

ANS- 5

**A Brand Name is ?**

- A Symbol or a design for the purpose of identification
- Its legal version is trademark
- It is given legal protection
- All the above
- None of the above

ANS- 4

**Rural Markets are**

- Homogeneous
- Heterogeneous
- Organized
- Unorganized
- None of these

ANS- 2

**When very little is known about the problem being examined, which type of marketing research is done ?**

- Exploratory Research
- Descriptive Research
- Casual Research
- Predictive Research
- None of these

ANS- 1

**It is difficult to measure the morale of the sales team directly because**

- It is a tangible state
- It is an intangible state
- Employees hide the truth
- All the above
- None of these

ANS- 2

**Which among the following is / are user / users of the outcome of the Marketing Research ?**

- Consumers
- Business Firms
- Government
- Producers

- Only A
- Only A & B
- A, B & D
- All the above
- None of these

ANS- 4

**In Banking Services, Market can be segmented on the basis of**

- Density
- Customers
- Both 1 & 2
- Neither 1 nor 2
- None of these

ANS- 3

**Sales targets are fixed on the basis of**

- Past experience
- Time period
- Brand positionally
- All the above
- None of these

ANS- 4

**Which among the following is an example of Secondary Media ?**

- Television
- Radio
- Hoardings
- News Papers
- None of these

ANS- 3

**Emotional and Rational buying motives can be differentiated on the basis of**

- Time in purchasing
- Dominance
- Nature of product
- All the above
- None of these

ANS- 4

**Which of the following is not usually defined as an element of the marketing mix ?**

- Products
- Place
- People
- Profits
- None of these

ANS- 4

**The following does not represent a market situation**

- A bank run dispensary in its staff quarters
- A fund raising Charity Show for the members of an NGO
- A meditation Camp of a religious organization conducted for its members
- A stall distributing Tirumala prasadam in a mandir
- None of these

ANS- 4

**The markets are grouped into different types based on the geographical area, location of market place, product, nature of transaction and volume of transaction. In the above statement the following is not correct ?**

1. Nature of transaction
2. Geographical area
3. Location of Market place
4. Volume of transaction
5. None of these

ANS- 3

**The act of obtaining a desired object from someone by offering something in return is called**

1. Transaction
2. Exchange
3. Relationship
4. Value
5. None of these

ANS- 2

### SET 23

**Q Services have special characteristics namely \_\_\_\_\_ which affect their Marketing process**

1. Intangibility
2. Inseparability
3. Heterogeneity
4. Perishability
5. All the above

ANS- 5

**Q "Just in time" technique has wider acceptance world over. The technique was first introduced in ?**

1. India
2. Indonesia
3. Japan
4. America
5. None of these

ANS- 3

**Q Consumer day is celebrated on**

1. March 15th
2. June 15th
3. May 15th
4. July 15th
5. March 25<sup>th</sup>

ANS- 1

**Q Which among the following is / are characteristics of common market ?**

1. A common external trade policy exists
2. There are no trade barriers among members
3. Creates mobility of factors of production
4. All of these
5. None of these

ANS- 4

**Q In case of Diamond, if the price goes up slightly, demand will fall by a much larger margin. The demand is**

1. Zero elastic
2. Highly price elastic
3. Income elastic
4. Low price elastic
5. None of these

ANS- 2

**Q Advertising creates consumers demand for products that they would otherwise not feel a need to buy. This statement is**

1. Partially true
2. Absolutely true

3. Partially biased
4. Any one of the above
5. None of these

ANS- 1

**Q The Strategy used to charge different prices for the same product is called**

1. Price discrimination
2. Price Revision
3. Tariffs
4. Restrictions
5. None of these

ANS- 1

**Q The nature of Internet commerce can best be described as**

1. Tangible
2. Non Tangible
3. Territorial
4. both 1 & 2
5. None of these

ANS- 4

**Q In on line marketing, there is**

1. No exchange
2. Exchange is the core of marketing
3. Guarantee
4. Only Warranty
5. None of these

ANS- 2

**Q The law of Pull & Push of Web Marketing refers to**

1. Pull people to your site, then push quality information to them
2. Pull people to your site and force them to purchase
3. Pull people to your site and Push them away
4. Pull the money of people and push them out
5. None of these

ANS- 1

**Q What is the first thing about an advertisement that attracts your attention ?**

1. Product
2. Music
3. Model
4. Special effects
5. None of these

ANS- 1

**Q Business ethics is essentially about**

1. universal codes of business practice
2. societal oriented behavior by firms
3. A culturally conditional agreement on what constitutes right and wrong
4. Honesty
5. None of these

ANS- 2

**Q If the market share of a company is increasing**

1. It is a sign of progress
2. The company must take the action to arrest the trend
3. both 1 & 2
4. neither 1 nor 2
5. None of these

ANS- 1

**Q In modern days, sales approach is based on**



1. Value sharing
2. Relation building
3. Coordinated approach
4. All the above
5. None of these

ANS- 4

**Q What do you mean by Delphi Technique in Market Research ?**

1. In this a questionnaire is prepared
2. Depth interviews are conducted
3. Information is elicited by means of discussions with various experts in the field
4. All the above
5. None of these

ANS- 3

**Q In the AIDAS theory of selling, 'D' stands for**

1. Determinants
2. Demand
3. Desire
4. Development
5. None of these

ANS- 3

**Q Which criteria should be adopted by a marketer for a brand extension decision ?**

1. The fit
2. The Value perception
3. Competitive edge
4. All the above
5. None of these

ANS- 4

**Q The quantity for which orders are placed when stock reaches the re-order level is called**

1. EOQ
2. EPQ
3. DOQ
4. MOQ
5. None of these

ANS- 1

**Q In testing a new product, concept testing is**

1. Customer reaction to the idea of product
2. Salesman reaction to the idea of product
3. To put the real product into a few selected markets
4. To assess the total product performance
5. None of these

ANS- 1

**Q Niche Marketing refer to**

1. A strategy that specializes in limited or unique product category
2. A strategy that specializes Niche products
3. Both 1 & 2
4. Neither 1 nor 2
5. None of these

ANS- 1

## SET 24

**Q Which of the following is not a foreign bank working in India**

1. HSBC
2. Barclays
3. Yes Bank
4. Standard Chartered

5. None of these

ANS- 3

**Q All marketing activities that attempt to stimulate quick buyer action or immediate sales of a product are known as**

1. Sponsorship
2. Advertising
3. Personal Selling
4. Sales Promotion
5. None of these

ANS- 4

**Q Marketers can enhance the consumer's ability to access knowledge structures by**

1. Using loud music
2. Using colorful ads
3. Employing verbal framing
4. Repeating brand information
5. None of these

ANS- 3

**Q Spurthy notices the television commercial because of the loud sounds. This is an example of**

1. Exposure
2. Involuntary attention
3. non voluntary attention
4. voluntary attention
5. None of these

ANS- 2

**Q A clothing store that sets their advertising budget by following the major competitor and adding an additional 15 per cent is using the method**

1. percentage of sales
2. arbitrary allocation
3. objective and task
4. competitive parity
5. None of these

ANS- 4

**Q A bilateral monopoly is a market structure consisting of both a monopoly (a single seller) and a \_\_\_\_\_ (a single buyer).**

1. Monopony
2. Biopoly
3. Triple poly
4. multipoly
5. multisony

ANS- 1

**Q Which of these Indian companies has the largest market capitalization**

1. ONGC
2. Reliance
3. Infosys
4. BHEL
5. SBI

ANS- 1

**Q The concept that consumers will favor those products which offer maximum quality performance and features and asks for continuous product improvement is**

1. Marketing concept
2. Product concept
3. Production concept
4. All the above

5. None of these

ANS- 1 www.previouspapers.co.in

ANS- 2

**Q Sales Promotion**

1. A must for competitive advantage
2. Compulsory
3. Waste of time
4. Must for profits
5. None of these

ANS- 1

**Q Oligopoly is a market organization in which there are**

1. No seller
2. Few Buyers
3. Few Sellers
4. Many buyers
5. Many sellers

ANS- 3

**Q In monopoly there are / is**

1. Few sellers
2. one seller
3. Many sellers
4. few buyers
5. None of these

ANS- 2

**Q "A monopolist is a market with one seller" is given by**

1. P C Dooley
2. A J Braff
3. Letwitch Observes
4. All the above
5. None of these

ANS- 1

**Q Which of the following is not the factors of production ?**

1. Land
2. Labour
3. Capital
4. Entrepreneur
5. None of these

ANS- 4

**Q Market with one buyer and one seller**

1. Monopoly
2. Bi monopoly
3. Bilateral Monopoly
4. All the above
5. None of these

ANS- 3

**Q Marketing management is a term \_\_\_\_\_ than sales management**

1. Wider
2. Narrower
3. Equal
4. Smaller
5. None of these

ANS- 1

**Q The systematic gathering and analyzing of data on a particular marketing problem is**

1. Promotional research
2. marketing information
3. marketing research
4. strategic information

**Q A pricing strategy aimed at paying current or past due bills is**

1. Survival pricing
2. Brand pricing
3. Status quo pricing
4. Due bill pricing
5. None of these

ANS- 1

**Q Marketing provides maximum satisfaction of**

1. Profits
2. Human wants
3. Needs
4. both 1 & 3
5. None of these

ANS- 2

**Q Moral advertising is also known as**

1. Outdoor advertising
2. Direct mail advertising
3. Both 1 & 2
4. Tele advertising
5. None of these

ANS- 1

**Q LIC agent is an example of**

1. Two level marketing
2. Three level marketing
3. Direct marketing
4. Indirect marketing
5. None of these

ANS- 3

**SET 25**

**Q Market information means ?**

1. Knowledge of shops and bazaars
2. Knowledge of shipping malls
3. Knowledge of customer profile and product mix
4. Knowledge of various languages
5. None of these

ANS- 3

**Q Market Research is needed for ?**

1. Checking the market area
2. Checking the right product to be sold
3. Making proper marketing decisions
4. Deciding right time to sell
5. All of these

ANS- 5

**Q Which of the following statements is true ?**

1. Marketing makes the company to go into loss due to higher expenses
2. Marketing is not required in profit making companies
3. Marketing sharpens the minds of the employees
4. Marketing is a time bound seasonal function
5. Marketing is a waste of time

ANS- 3

**Q Marketing plan helps in**

1. better lead generation
2. better systems
3. better results
4. improved balance sheet
5. better customer service

ANS- 3



**Q If marketing is done effectively which of the following is not required ?**

1. Advertisement
2. Publicity
3. Market Research
4. Market Segmentation
5. None of these

ANS- 2

**Q Motivation Means ?**

1. Inspiring employees to perform better
2. Better communication skills
3. Sales coaching
4. Market research
5. None of these

ANS- 1

**Q In a selling process in today's world**

1. Only standard products are sold
2. No customization required
3. The seller need not have product knowledge
4. the seller should aim at customer satisfaction
5. only quantum of sales matters

ANS- 4

**Q Which of the following is an element of an organizations internal environment ?**

1. competitors
2. employees
3. wholesalers
4. retailers
5. none of these

ANS- 2

**Q A Target market is**

1. entire country
2. entire city
3. entire globe
4. that which consists of customers who need the identified product
5. all of these

ANS- 4

**Q Sales forecasting involves**

1. Sales planning
2. Sales pricing
3. Distribution Channels
4. Consumer tastes
5. All of these

ANS- 5

**Q Which of the following product is being sold under the brand name ZODIAC ?**

1. Shirts
2. Ties
3. Both 1 & 2
4. Computers
5. Mobiles

ANS- 3

**Q SWIFT - cars are being manufactured by**

1. DCM
2. Maruti
3. Premier Automobiles
4. Hyundai
5. None of these

ANS- 2

**Q "With you all the way" is the slogan of ?**

1. Vodafone
2. SBI
3. ICICI
4. LIC
5. Raymonds

ANS- 2

**Q Arrange the following Steps of selling process in a proper order in order to help the sales man ?**

- I. Approach
- II. Presentation and demonstration
- III. Prospecting and qualifying
- IV. Closing sales and follow-up
- V. Handling objectives

1. II, III, I, V, IV
2. I, II, III, IV, V
3. I, II, V, III, IV
4. II, I, III, V, IV
5. None of these

ANS- 2

**Q Expand RTGS ?**

1. Real Time Gross Settlement
2. Real Time Group Selling
3. Retailers Trade Group Selling
4. Reliance Technology Group Sellers
5. None of these

ANS- 1

**Q Cross Selling means ?**

1. Identifying customer needs
2. matching the products to customer needs
3. convincing the customers of product benefits
4. responding to questions and objections of customers
5. all of these

ANS- 5

**Q The International Bank for Reconstruction and Development (IBR) is better known as ?**

1. World Bank
2. Asian Development Bank
3. IMF
4. Security Bank
5. None of these

ANS- 1

**Q Marketing to reduce demand or shifting the demand but not to destroy demand is known as \_\_\_\_\_ ?**

1. Market Demand
2. Shift Demand
3. Demarketing
4. Premarketing
5. None of these

ANS- 3

**Q Temporarily pricing below the list price in order to increase short 'run sales is known as \_\_\_\_\_ ?**

1. Promotional pricing
2. Segmentation pricing
3. Bundle pricing
4. Product line pricing
5. None of these

ANS- 1