



## Unit 1: Elements of Marketing Management

- Which of the following statements is correct?
  - Marketing is the term used to refer only to the sales function within a firm
  - Marketing managers usually don't get involved in production or distribution decisions
  - Marketing is an activity that considers only the needs of the organization, not the needs of society as a whole
  - Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large**
- Which of the following is NOT an element of the marketing mix?
  - Distribution
  - Product
  - Target market**
  - Pricing
- Marketing decision makers in a firm must constantly monitor competitors' activities-their products, prices, distribution, and promotional efforts-because
  - The competitors may be violating the law and can be reported to the authorities
  - The actions of competitors may threaten the monopoly position of the firm in its industry
  - The actions of competitors may create an oligopoly within an industry
  - New product offerings by a competitor with the resulting competitive variations may require adjustments to one or more components of the firm's marketing mix**
- Political campaigns are generally examples of---
  - Cause marketing
  - Organization marketing
  - Event marketing
  - Person marketing**
- \_\_\_\_\_ is the collection and interpretation of information about forces, events, and relationships that may affect the organization.
  - Environmental scanning**
  - Stakeholder analysis
  - Market sampling
  - Opportunity analysis
- Which of the following is typically NOT a result of recognizing the importance of ethnic



groups by marketers?

- A. Use of an undifferentiated one-size-fits-all marketing strategy
- B. Different pricing strategies for different groups
- C. Variations in product offerings to suit the wants of a particular group
- D. Study of ethnic buying habits to isolate market segments

7. Strategic marketing planning establishes the---

- A. Resource base provided by the firm's strategy
- B. Economic impact of additional sales
- C. Tactical plans that must be implemented by the entire organization
- D. Basis for any marketing strategy

8. These objectives are often the most suitable when firms operate in a market dominated by a major competitor and where their financial resources are limited

- A. Niche
- B. Hold
- C. Harvest
- D. Divest

9. When companies make marketing decisions by considering consumers' wants and the long-run interests of the company, consumer, and the general population, they are practicing which of the following principles?

- A. Innovative marketing
- B. Consumer-oriented marketing
- C. Value marketing
- D. Societal marketing

10. The use of price points for reference to different levels of quality for a company's related products is typical of which product-mix pricing strategy?

- A. Optional-product pricing
- B. Captive-product pricing
- C. By-product pricing
- D. Product line pricing

11. \_\_\_\_\_ is the concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear, consistent, and compelling message about the organization and its products.

- A. The promotion mix
- B. Integrated international affairs



- C. Integrated marketing communications
- D. Integrated demand characteristics

12. The \_\_\_\_\_ holds that consumers will favor products that are available and highly affordable (therefore, work on improving production and distribution efficiency).

- A. Product concept
- B. Production concept
- C. Production cost expansion concept
- D. Marketing concept

13. The term marketing refers to:

- A. New product concepts and improvements
- B. Advertising and promotion activities
- C. A philosophy that stresses customer value and satisfaction
- D. Planning sales campaigns

14. The term "marketing mix" describes:

- A. A composite analysis of all environmental factors inside and outside the firm
- B. A series of business decisions that aid in selling a product
- C. The relationship between a firm's marketing strengths and its business weaknesses
- D. A blending of four strategic elements to satisfy specific target markets

15. When looking at consumer income, marketers are most interested in

- A. Discretionary income
- B. Deferred income
- C. Inflationary income
- D. Disposable income

16. Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of---

- A. Pricing
- B. Distribution
- C. Product development
- D. Promotion



17. Assume you are in charge of the politically-mandated process of converting the economy of a developing African nation from state-controlled to market-driven business ventures. Your ability to control\_\_\_\_\_ will most likely determine the future success of the country and its government.

- A. The culture
- B. Marketing**
- C. Technology
- D. Competitive environment

18. Early adopters of which opinion leaders are largely comprised of and tend to be \_\_\_\_\_

- A. Generalized; that is, they tend to lead the group on most issues
- B. More likely to buy new products before their friends do and voice their opinions about them**
- C. From the upper class; people from other classes are more likely to be followers
- D. Quiet, withdrawn people who don't make fashion statements or take risks easily

19. The strategic marketing planning process begins with \_\_\_\_\_

- A. The writing of the mission statement**
- B. The establishment of organizational objectives
- C. The formulation of a marketing plan
- D. Hiring a senior planner

20. Market expansion is usually achieved by:

- A. More effective use of distribution
- B. More effective use of advertising
- C. By cutting prices
- D. All of the above are suitable tactics**

21. A marketing philosophy summarized by the phrase "a good product will sell itself" is characteristic of the \_\_\_\_\_ period.

- A. Production**
- B. Sales
- C. Marketing
- D. Relationship

22. Diversification is best described as which of the following?

- A. Existing products in new markets
- B. Existing products in existing markets
- C. New products for new markets**



D. New products for existing markets

23. Today's marketers need \_\_\_\_\_

- A. Neither creativity nor critical thinking skills
- B. Both creativity and critical thinking skills**
- C. Critical thinking skills but not creativity
- D. Creativity but not critical thinking skills

24. An imbalance between a consumer's actual and desired state in which recognition that a gap or problem needs resolving is called \_\_\_\_\_

- A. Motive development**
- B. An attitudes
- C. A self-concept
- D. Product Evolutions

25. When producers, wholesalers, and retailers act as a unified system, they comprise a \_\_\_\_\_

- A. Conventional marketing system.
- B. Power-based marketing system.
- C. Horizontal marketing system.
- D. Vertical marketing system.**



**Unit 2: Current Marketing Environment in India**

26. Which of the following is a strategic marketing planning tool?

- A. The market share/market growth (BCG) matrix
- B. The consumer scanning model
- C. A market vulnerability/business opportunity matrix
- D. Market sheet analysis

27. Diversification is best described as which of the following?

- A. Existing products in new markets
- B. Existing products in existing markets
- C. New products for new markets
- D. New products for existing markets

28. The process that turns marketing strategies and plans into marketing actions in order to accomplish strategic marketing objectives is called \_\_\_\_\_

- A. Marketing strategy.
- B. Marketing control.
- C. Marketing analysis.
- D. Marketing implementation

29. \_\_\_\_\_ is a strategy of using a successful brand name to launch a new or modified product in a new category.

- A. Duo-branding
- B. Line extension
- C. Brand extension
- D. Multi-branding

30. The stage is the product life cycle that focuses on expanding market and creating product awareness and trial is the:

- A. Decline stage.
- B. Introduction stage.
- C. Growth stage.
- D. Maturity stage.

31. The marketing outcomes of a product is known as \_\_\_\_\_.

- A. Profit.





- B. Brand loyalty.
- C. Branding.
- D. Brand equity.

32. The process of adding a higher priced prestigious, product to the existing line of lower priced products is known as \_\_\_\_\_.

- A. Trading down.
- B. Product differentiation.
- C. Trading up.
- D. Product simplification.

33. The process of moving the raw materials from the place of the suppliers to the place of the producers is known as \_\_\_\_\_.

- A. Inbound logistics.
- B. Outbound logistics
- C. Inventory management.
- D. Acquisition of raw materials.

34. The flow of goods from production to consumption is known as \_\_\_\_\_.

- A. Inbound logistics.
- B. Outbound logistics.
- C. Process logistics.
- D. Reverse logistics

35. \_\_\_\_\_ is the results of artificial scarcity of products created by a firm.

- A. Selective de-marketing
- B. Re-marketing
- C. Ostensible de-marketing.
- D. Synchronic- marketing.

36. \_\_\_\_\_ can be achieved only when all personal within the organization understand the importance of the customer.

- A. Profit maximization.
- B. Sales volume.
- C. Customer satisfaction.

37. Selecting the segments of a population of customers to serve is called \_\_\_\_\_.



- A. Market segmentation.
- B. Positioning.
- C. Target marketing.
- D. Customization.

38. Brand loyalty indicates customer's \_\_\_\_\_ towards the brand.

- A. Commitment.
- B. Belief.
- C. Attributes.
- D. Quality.

39. Rising promotion costs and shrinking profit margins are the result of \_\_\_\_\_.

- A. Globalization.
- B. Changing technology
- C. Heightened competition.
- D. Privatization.

40. Marketing is a process of converting the potential customers into \_\_\_\_\_ consumers.

- A. Rare.
- B. Actual.
- C. Future.
- D. New.

41. Good marketing is no accident, but a result of careful planning and \_\_\_\_\_.

- A. Execution
- B. Selling.
- C. Research.
- D. Strategies.

42. The \_\_\_\_\_ function of marketing makes the products available in different geographic regions.

- A. Production.
- B. Selling.
- C. Distribution.
- D. Promotion.

43. The traditional view of marketing is that the firm makes something and then \_\_\_\_\_ it.





- A. Markets.
- B. Sells.**
- C. Prices.
- D. Services.

44. \_\_\_\_\_ is referred to as segmentation.

- A. Mass marketing.**
- B. Niche marketing.
- C. Differentiated marketing.

45. Groups that have a direct or indirect influence on a persons attitudes or behavior is known as \_\_\_\_\_

- A. Reference groups**
- B. Family.
- C. Roles.
- D. Status.

46. Augmented product contains \_\_\_\_\_.

- A. Basic needs.
- B. Functional characteristics.
- C. Additional benefits.**
- D. Expected features.

47. The emotional attachment of a customer towards a brand is known as \_\_\_\_\_.

- A. Brand associations
- B. Perceived quality.
- C. Brand loyalty.**
- D. Brand awareness.

48. Logistics means \_\_\_\_\_.

- A. Production.
- B. Flow of goods.**
- C. Consumption.
- D. Marketing channel.

49. Logistics management is a part of \_\_\_\_\_.

- A. Production.



- B. Marketing channel
- C. Supply chain management.
- D. Consumption.

50. Marketing buzz means \_\_\_\_\_.

- A. Viral marketing.
- B. Virtual marketing.
- C. De-marketing.
- D. Social marketing.





### Unit 3 : Marketing Communications

51. \_\_\_\_\_ can be defined as the way by which organizations attempt to inform, convince and remind customers indirectly or directly about the brands and products they offer.

- A. Marketing communications
- B. Marketing plans
- C. Marketing strategies
- D. None of the above

52. The marketing mix is made up of \_\_\_\_\_ types of communication.

- A. Seven
- B. Six
- C. Eight
- D. None of the above.

53. Any paid type of non-personal promotion and presentation of goods, services or ideas by an identified sponsor is

- A. Sales promotion
- B. Direct marketing
- C. Events and experiences
- D. Advertising

54. Numerous forms of short-term incentives to promote trial or buying of a service of product is

- A. Sales promotion
- B. Direct marketing
- C. Events and experiences
- D. Advertising

55. Company sponsored programs and activities planned to create special brand related interactions is

- A. Sales promotion
- B. Direct marketing
- C. Events and experiences
- D. Advertising

56. Several programs planned to protect or promote a company's image or its products is known as

- A. Sales promotion
- B. Direct marketing



C. Events and experiences

D. Public relations and publicity

57. The use of email, fax, internet or telephone to communicate with specific prospects and customers is

A. Sales promotion

B. Direct marketing

C. Personal selling

D. Advertising

58. The online programs and activities designed to engage prospects or customers and indirectly or directly generate awareness, enhance image or support sales of services and products is

A. Interactive marketing

B. Direct marketing

C. Personal selling

D. Advertising

59. People-to-people oral, electronic or written form of communications that associate with experiences or merits of buying or using services or products is

A. Interactive marketing

B. Direct marketing

C. Personal selling

D. Word-of-mouth marketing

60. The face-to-face interaction with prospective buyers for the objective of answering questions, procuring orders and making presentations is

A. Interactive marketing

B. Direct marketing

C. Personal selling

D. Word-of-mouth marketing

61. Re-marketing is related with creating demand for \_\_\_\_\_.

A. Fresh products.

B. Non-usable products

C. Low quality products.

D. Renewed use of products.

62. \_\_\_\_\_ is aimed at encouraging renewed use of a product in which market interest has declined.

A. De-marketing.



- B. Re-marketing.
- C. Synch rod.
- D. Tele marketing.

63. Demographic segmentation refers to.

- A. The description of the people and the place in society.
- B. The description of the people's purchasing behavior
- C. The location where people live
- D. Geographic regions.

64. Which of the following reflects the marketing concept philosophy?

- A. " you won't find a better deal anywhere".
- B. "When it's profits versus customers needs, profits will always win out".
- C. "We are in the business of making and selling superior product".
- D. "We won't have a marketing department, we have a customer department".

65. What is price skimming?

- A. Setting an initially high price which falls as competitors enter the market.
- B. Setting a high price which consumers perceive as indicating high quality.
- C. Setting a low price to "Skim off" a large number of consumers.

66. In selling concept, maximization of project of the firm is done through \_\_\_\_\_.

- A. Sales volume.
- B. Increasing production.
- C. Quality.
- D. Services.

67. \_\_\_\_\_ motives are those which determine where or from whom products are purchased.

- A. Product.
- B. Patronage.
- C. Emotional.
- D. Rational.

68. In \_\_\_\_\_ segmentation , buyers are divided into different groups on the basis of life style or personality and values.

- A. Geographic.
- B. Demographic



- C. Psychographic.
- D. Behavioral.

69. The technique of using the social network on the internet to create the brand image is called as \_\_\_\_\_.

- A. Social marketing.
- B. Re-marketing.
- C. Viral-marketing.
- D. Synchronic marketing.

70. Which of the following is not included in the function of physical supply:

- A. Standardization.
- B. Storage.
- C. Packaging.
- D. Transportation.

71. Which of the following is not part of demographic segmentation?

- A. Age.
- B. Income.
- C. Education.
- D. Interest.

72. When a consumer decides to buy without much logical thinking, his decision is said to be \_\_\_\_\_

- A. Patronage.
- B. Emotional.
- C. Rational.
- D. None of these.

73. \_\_\_\_\_ price refers to the high initial price charged when a new product is introduced in the market.

- A. Premium.
- B. Penetration.
- C. Skimming.
- D. None of these.

74. \_\_\_\_\_ is the practice of charging a low price right down from the beginning to stimulate the growth of the market.





- A. Skimming.
- B. Penetration.**
- C. Premium.
- D. None of these.

75. Super market is also known as \_\_\_\_\_.

- A. Self service store**
- B. Hyper market.
- C. co-operative societies.
- D. None of these.

76. The best channel of distribution for vacuum cleaner is \_\_\_\_\_.

- A. Direct marketing.**
- B. Tele marketing.
- C. Retail chains.
- D. None of these.



**Unit 4 : Services Marketing**

77. A \_\_\_\_\_ is a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything.

- A. Service
- B. Demand
- C. Need
- D. Physical object

78. Distinct characteristic of services is \_\_\_\_\_

- A. Intangibility
- B. Inseparability
- C. Variability
- D. Perish ability

79. All of the following are examples of services EXCEPT:

- A. banking.
- B. hotels and motels.
- C. tax preparation.
- D. computer software.

80. Services are typically produced and consumed simultaneously. This is an example of the \_\_\_\_\_ characteristic of services.

- A. Intangibility
- B. Variability
- C. Inseparability
- D. Simultaneously
- E. Perishability

81. Services can not be stored. This describes the \_\_\_\_\_ characteristic of services. a. Intangibility

- A. Variability
- B. Inseparability
- C. Inconsistency
- D. Perishability

82. Examples of pure tangible goods include all of the following EXCEPT:

- A. Soap.
- B. Tax preparation.
- C. Toothpaste.
- D. Salt.



83. \_\_\_\_\_ describes the employees skills in serving the client.
- A. Internal Marketing
  - B. External Marketing
  - C. Relationship marketing
  - D. Interactive marketing
84. SSTS refers to \_\_\_\_\_
- A. Service Standards Testing
  - B. Self- Service Technologies
  - C. Standard Service Technologies
  - D. Self Service Treatments
85. \_\_\_\_\_ occurs when a company intentionally uses services as the stage, and goods as the props, to engage individual customers in a way that creates a memorable event.
- A. Hybrid offer
  - B. Core service
  - C. Augmented or ancillary product
  - D. Experience
86. Top firms audit service performance by collecting \_\_\_\_\_ measurements to probe customer satisfiers and dissatisfiers.
- A. Customer satisfier
  - B. Customer complaint
  - C. Voice of the customer
  - D. Psychological
87. The services a customer expects are called the \_\_\_\_\_ service package.
- A. Expected
  - B. Augmented
  - C. Primary
  - D. Secondary
  - E. Perceived
88. The fact that a business traveler may have one very positive check-in experience at a hotel and then a very negative check-in experience with a different employee on a subsequent visit is evidence of service:
- A. intangibility.
  - B. inseparability.
  - C. variability.
  - D. perishability.



89. Added features to an offering are called \_\_\_\_\_ service features.
- A. Expected
  - B. Augmented
  - C. Primary
  - D. **Secondary**
90. The intangibility of services has implications for the choice of \_\_\_\_\_
- A. Brand elements
  - B. Location
  - C. Price
  - D. Product features
91. \_\_\_\_\_ cost refers to the product's purchase cost plus the discounted cost of maintenance and repair less the discounted salvage value
- A. Total
  - B. Variable
  - C. **Life cycle**
  - D. Net
92. Successful service companies focus their attention on both their customers and their employees. They understand \_\_\_\_\_, which links service firm profits with employee and customer satisfaction.
- A. Internal marketing
  - B. **Service-profit chains**
  - C. Interactive marketing
  - D. Service differentiation
93. If a firm is practicing \_\_\_\_\_, the firm is training and effectively motivating its customer-contact employees and all of the supporting service people to work as a team to provide customer satisfaction.
- A. Double-up marketing
  - B. **Internal marketing**
  - C. Interactive marketing
  - D. Service marketing



94. According to Parasuraman, Zeithaml & Berry , the most important determinant of service quality is :
- A. Responsiveness
  - B. Reliability**
  - C. Assurance
  - D. Empathy
  - E. Tangibles
95. The extended marketing mix for services includes: People, Processes and \_\_\_\_\_
- A. Product
  - B. Place
  - C. Physical Evidence
  - D. Promotion
96. Which of the following is not an element of physical evidence?
- A. Employee Dress
  - B. Employee Training**
  - C. Equipment
  - D. Facility Design
97. Which of the following is not an element of people?
- A. Motivation
  - B. Teamwork
  - C. Flow of activities**
  - D. Customer training
98. Standardized and customized flow of activities , simple and complex number of steps and customer involvement by which a service is delivered is called –
- A. Place Mix
  - B. Physical evidence mix
  - C. Process mix**
  - D. People mix
99. \_\_\_\_\_ is the environment in which the service is delivered and where the firm and customer interact and any tangible components that facilitates performance or communication of the service.
- A. Physical evidence**
  - B. Process
  - C. Place
  - D. People



100. All human actors who play a part in service delivery and thus influence the buyers perceptions : namely , the firms personnel,, the customer and other customers in the service environment.

- A. Process
- B. Physical environment
- C. People
- D. Place

101. \_\_\_\_\_ is a tool for simultaneously depicting the service process , the points of customer contact and the evidence of service from the customers point of view .

- A. Front of Planning
- B. Service Blueprinting
- C. Service standardization
- D. None of these

102. \_\_\_\_\_ is the physical surroundings or the physical facility where the service is produced, delivered and consumed.

- A. Servicespace
- B. Servicescape
- C. Serviceplace
- D. Servicescope

103. \_\_\_\_\_ are the only service distributors which do not require direct human interactions.

- A. Electronic channels
- B. SST's
- C. Direct Service channels
- D. Speculative channels

104. In the absence of a physical product, service providers need to consider the use of \_\_\_\_\_ that enable customers to make a judgment on the service quality.

- A. Intangible clues
- B. Tangible clues
- C. Blueprint
- D. Performance measures

105. Compared with low-contact services, customers of high-contact services are more likely to judge service quality on the basis of:

- A. Price of the service
- B. Processes used in carrying out the service
- C. Intangible outcomes eg. The performance of an investment portfolio
- D. Tangible outcomes





106. Which of the following is not generally accepted as being part of the extended marketing mix for services?

- A. Product
- B. Price
- C. Process
- D. Practice





### Unit 5 : E- Marketing

107. \_\_\_\_\_ is the subset of e-business focused on transactions.
- A. E-commerce
  - B. E-marketing
  - C. Digital technology
  - D. Environment, Strategy, and Performance (ESP)
108. \_\_\_\_\_ are specific measures designed to determine web site success in terms of various factors, such as number of site visitors, length of time spent browsing a site, number of comments posted, and time spent watching a video.
- A. Segmentation variables
  - B. Metrics
  - C. ESP model
  - D. Site stickiness
109. The \_\_\_\_\_ is a blueprint that links the firm's e-business strategy with technology driven marketing strategies and details the plan for implementation.
- A. e-marketing plan
  - B. business model
  - C. situation analysis
  - D. strategic plan
110. The two most common types of e-marketing plans are known as the venture capital plan and the \_\_\_\_\_.
- E. Nike plan
  - F. tablecloth plan
  - G. strategic plan
  - H. napkin plan
111. Venture capitalists expect to \_\_\_\_\_.
- A. get their money out of an investment immediately
  - B. get their money out of an investment within a few years
  - C. take over ownership of their investments
  - D. see a return on every investment they make
112. The strategy of applying different price levels for different customers or situations is known as \_\_\_\_\_.



- E. dynamic pricing
- F. online bidding
- G. direct marketing
- H. agent e-business models

113. Formulating an objective should take into consideration all of the following elements except \_\_\_\_\_.

- A. task
- B. measurable quality
- C. time frame
- D. cost

114. Emerging economies \_\_\_\_\_.

- A. have low levels of GDP
- B. are experiencing rapid growth
- C. are working toward improved standards of living for their citizens
- D. all of the above

115. E-marketers working in emerging economies should know and understand \_\_\_\_\_.

- A. how many credit cards are in circulation
- B. consumer attitudes toward credit card purchases
- C. all of the above
- D. none of the above

116. Saudi Aramco has high qualified employees , this consider as:

- E. Threat
- F. Opportunity
- G. Weakness
- H. Strength

117. M P R stands for:

- A. Managing public relations.
- B. Measuring public relations
- C. Marketing public relations.
- D. Monitoring public relations.

118. Being \_\_\_\_\_ one cannot taste, touch, see, hear, smell or use services like physical products;



- A. Intangible.
- B. Tangible.
- C. None of these.

119. The term Meta marketing was first used by \_\_\_\_\_.

- A. Eugene J. Kelly.
- B. N. H. Borden.
- C. Wendell.
- D. None of these.

120. E- marketing is a part of \_\_\_\_\_.

- A. E-commerce.
- B. E-cash.
- C. E-Payment.
- D. E-mail.

121. \_\_\_\_\_ marketing means serving a small market not Served by competitions.

- A. Niche.
- B. Mega.
- C. Meta.
- D. None of these.

122. these are \_\_\_\_\_ elements of promotion mix.

- A. Four.
- B. Six.
- C. Five.
- D. Two.

123. \_\_\_\_\_ advertisement is used at the time of introducing a new product in the market.

- A. Selective.
- B. Reminder.
- C. Primary.
- D. None of these.

124. \_\_\_\_\_ is the oral presentation in a conversation with one or more prospective buyers for the purpose of making sales.

- A. Advertising.



- B. Branding.
- C. Personal selling.
- D. None of these.

125. The process of introducing higher quality products by a manufacturer is called \_\_\_\_\_.

- A. Product line expansion.
- B. Product line contraction
- C. Trading down.
- D. Trading up.

126. \_\_\_\_\_ is the marketing and financial value associated with a brand's strength in a market.

- A. Brand equity.
- B. Brand loyalty.
- C. Branding.
- D. None of these.

127. Marketing is both an "art" and a "science" there is constant tension between the formulated side of marketing and the \_\_\_\_\_ side.

- A. Creative.
- B. Management.
- C. Selling.
- D. Behavior.

128. Transportation belongs to \_\_\_\_\_ function of marketing.

- A. Research.
- B. Exchange.
- C. Physical supply
- D. Facilitating.

129. The task of any business is to deliver \_\_\_\_\_ at a profit.

- A. Customer needs
- B. Products.
- C. Customer value
- D. Quality.



130. \_\_\_\_\_ is the next stage of market segmentation.

- A. market targeting
- B. Positioning.
- C. MIS.
- D. Marketing.

131. Customers are showing greater price sensitivity in their search for \_\_\_\_\_.

- A. The right product.
- B. The right service.
- C. Value.
- D. The right store.

132. Testing before launching a product is known as \_\_\_\_\_.

- A. Test marketing.
- B. Concept testing..
- C. Acid test.
- D. Market test.

133. The emotional attachment of a customer towards a brand is known as \_\_\_\_\_.

- A. Brand loyalty.
- B. Brand awareness.
- C. Brand equity.
- D. Brand association.

134. When organization in the same level of a channel work on a co-operative basis , it is known as \_\_\_\_\_

- A. V M S.
- B. S C M.
- C. Logistics.
- D. H M S.

135. \_\_\_\_\_ is an attempt to reduce the demand for consumption of a specific product or service on a permanent or temporary basis.

- A. De-marketing.





- B. Remarketing
- C. Ostensible marketing
- D. Synchronic marketing.

136. In the traditional \_\_\_\_\_ concept , the main strategy of the company is to find customers for the product, manufactured by them and somehow convince the customer into buying this product.

- A. Selling.
- B. Product.
- C. Production.
- D. Marketing.

137. In \_\_\_\_\_ stage , a product is well established in the market.

- A. Growth.
- B. Maturity.
- C. Introduction.
- D. Decline.

138. Some companies are now switching from being product- centered to being more \_\_\_\_\_ centered.

- A. Competency.
- B. Marketing.
- C. Sales.
- D. Customer-segment.

139. \_\_\_\_\_ environment consists of the factors like inflation rate, interest rate and unemployment.

- A. Geographic.
- B. Economic.
- C. Demographic.
- D. Technological.

140. A marketing information system (MIS) caters to the needs of \_\_\_\_\_.

- A. Marketing decision.
- B. Databases.
- C. Safeguard.
- D. Customized.

141. The practice of using the established brand names of two different companies on the same product is termed as \_\_\_\_\_.



- A. Manufacturer brand.
- B. Private brand.
- C. Brand licensing.
- D. Co-branding.**

142. Maslow's need hierarchy theory deals with \_\_\_\_\_ levels.

- A. Two levels.
- B. Three levels.
- C. five levels.**
- D. four levels.

143. When a firm practices \_\_\_\_\_ concept, all its activities are directed to satisfy the consumer.

- A. selling.
- B. Production.
- C. Marketing.**
- D. Societal.

144. The process of finding and creating new uses or satisfactions for an existing product is known as \_\_\_\_\_.

- A. Niche- marketing.
- B. Re- marketing.**
- C. Social marketing.
- D. None of these.

145. \_\_\_\_\_ is the process of creating an image for a product in the minds of targeted customers.

- A. Segmentation.
- B. Target marketing.
- C. Positioning.**
- D. None of these.

146. The only revenue producing element in the marketing mix is.

- A. Product.
- B. Price.**
- C. Place.
- D. Promotion.

147. \_\_\_\_\_ is the most common method used for pricing.



- A. cost plus pricing.
- B. Target pricing.
- C. Break- even- pricing..
- D. Marginal cost.

148. \_\_\_\_\_ is a broad range of activities concerned with efficient movement of finished goods from the end of the production line to the consumer.

- A. Physical distribution.
- B. Channel of distribution
- C. Intensive distribution.
- D. None of these.

149. Which of the following is not a non-store retailing:

- A. Tele marketing.
- B. Direct marketing.
- C. Kiosk marketing.
- D. Retail chains.

150. Which one of the following is not a sales promotion tool:

- A. Advertisement.
- B. Discount.
- C. Dealer contest.
- D. Consumer contest.

151. Which of the following is not an element of service marketing mix?

- A. Hospital.
- B. Banking.
- C. Insurance.
- D. None of these.

152. Which of the following is known as market aggregation?

- A. Social marketing.
- B. De-marketing.
- C. Niche marketing.
- D. Mass marketing.

153. Which of the following is not a risk in internet based transaction:



- A. Earns dropping.
- B. Spoofing.
- C. encryption.
- D. Unauthorized action.





### Unit 6 : Rural Marketing

154. The demand for goods in India and services in India depends largely on ?
- A. Agriculture
  - B. Rainfall
  - C. Inflation
  - D. Income
155. \_\_\_\_\_media have a greater effect than the impersonal ones in the rural marketing context?
- A. Personal
  - B. Impersonal
  - C. Direct
  - D. Indirect
156. India is a land of agriculture and most of the population resides in :-
- A. Villages
  - B. Cities
  - C. Urban area
  - D. Towns
157. Marketing has been recognized as a profession in :-
- A. 1980
  - B. 1960
  - C. 1970
  - D. 1950
158. The government is motivation students who are raduates in :-
- A. Rural Marketing
  - B. Rural development
  - C. Marketing Education
  - D. All of the above



159. The rural population is moving towards urban sector for:-

- A. Business
- B. Employment
- C. Education
- D. All of the above

160. which is the most important tool for developing the rural market:-

- A. Infrastructure
- B. Transportation
- C. Communication
- D. All of the above

161. \_\_\_\_\_ developments in agriculture results in overall rural development

- A. Technological
- B. Cultural
- C. Social
- D. Structural

162. Marketing Committee system and cooperative marketing are the two \_\_\_\_\_ framed for the purpose of rural marketing:-

- A. parallel institutions
- B. horizontal
- C. diagonal
- D. vertical

163. The national Commission on agriculture is the \_\_\_\_ commission to suggest measures for development of agriculture

- A. First
- B. Second
- C. Thirds
- D. Fourth

164. \_\_\_\_\_ refers to word of mouth through electronic channels.

- A. E-Advertising.
- B. E-Commerce.
- C. E-Cash.
- D. Viral marketing.





165. Green marketing is defined as developing eco- friendly products and their packages to control the negative effects on \_\_\_\_\_.

- A. Environment.
- B. Organization.
- C. Products.

166. A \_\_\_\_\_ is an intangible product involving a deed, a performance or an effort that cannot be stored or physically possessed.

- A. Production.
- B. Consumption
- C. Service.
- D. All of the above.

167. In \_\_\_\_\_ stage a product is well established in the market.

- A. Growth.
- B. Maturity.
- C. Introduction.
- D. None of these.

168. \_\_\_\_\_ is a creative presentation of and message to make impact on the audience.

- A. Product.
- B. Ad copy.
- C. Budget.
- D. All of these.

169. In service marketing, apart from traditional four elements of marketing mix, there are three more elements, namely, people, process and \_\_\_\_\_.

- A. Physical evidence.
- B. Publicity.
- C. Packaging.
- D. All of the above.

170. \_\_\_\_\_ goods are those which a consumer buys after comparing the suitability, quality, Price etc. of different brands.

- A. Specialty.
- B. Convenience.
- C. Shopping.



D. Unsought.

171. The most formal definition of marketing is \_\_\_\_\_.

- A. Meeting needs profitability.
- B. Improving the quality of life for consumers.
- C. the 4 Ps
- D. an organizational function and a set of process for creating, Communicating and delivering, Value to customers and that benefit the organization.

172. fixing and maintaining the standards for quality , quantity, size and other features of the product refers to \_\_\_\_\_.

- A. Standardization.
- B. Grading.
- C. Packaging.
- D. Labeling.

173. \_\_\_\_\_ segmentation classifies consumers on the basis of age, sex, income and occupation.

- A. Psychological.
- B. Geographic.
- C. Demographic.
- D. Behavioral.

174. \_\_\_\_\_ helps to understand how consumers are influenced by their environment.

- A. Consumer behavior
- B. Motives.
- C. Perception.
- D. Learning.

175. Industrial product are \_\_\_\_\_ products.

- A. B2B.
- B. B2C.
- C. F M C G.
- D. Convenience.

176. The concept which deals with the entire process from production to delivery of goods is known as \_\_\_\_\_.

- A. S C M.



- B. V M S.
- C. Logistics.
- D. Distribution.

177. In \_\_\_\_\_ manufacturers supply products to a limited number of outlets in the target market.

- A. Selective distribution
- B. Geographical distribution
- C. Intensive distribution.
- D. executive distribution.

178. \_\_\_\_\_ is a strategy designed to cultivate customer loyalty, interaction and long-term association with the company.

- A. Viral marketing.
- B. Relationship marketing.
- C. Social marketing.
- D. De-marketing.

178. When backed by buying power, wants become \_\_\_\_\_.

- A. Social needs.
- B. Exchanges.
- C. Demands.
- D. Physical needs.

179. In \_\_\_\_\_ segmentation, buyers are divided into different groups on the basis of life-systle into personality and values.

- A. Demographic.
- B. Economic.
- C. Psychographic.
- D. Geographic.

180. Modern marketing begins and ends with the \_\_\_\_\_.

- A. Sales.
- B. Products.
- C. Customers.
- D. Price.



181. \_\_\_\_\_ is the strong feeling, desire emotion make the buyer a product.

- A. **Buying motive.**
- B. Demand.
- C. Price.
- D. Quality.

182. Today, companies have to manage relation with their \_\_\_\_\_ in order to ensure timely supplies and meet customers' requirements.

- A. Customers.
- B. Government.
- C. **Suppliers.**
- D. International market.



**Unit 7 : Green Marketing**

183. The number of customers exposed to the brand is called \_\_\_\_\_.

- A. Brand licensing.
- B. Brand awareness.**
- C. Brand equity.
- D. Positioning.

184. Bundle pricing is.

- A. Providing a bundle of benefits for one price.
- B. Packaging a group of products together.**
- C. Providing a group of prices for one product category.

185. \_\_\_\_\_ simply refers to product planning.

- A. Merchandising**
- B. Selling.
- C. Operating.

186. When a buyer decides to buy after careful consideration or logical thinking, his decision is said to be \_\_\_\_\_.

- A. Rational.**
- B. Emotional.
- C. Product.
- D. None of these.

187. Under \_\_\_\_\_ marketing strategy, market segments are identified and a different marketing mix is developed for each of the segments.

- A. Differentiated.**
- B. Focus.
- C. Customized.
- D. None of these.

188. A price reduction to buyers who pay their bills promptly is called \_\_\_\_\_.

- A. Trade discount.
- B. Cash discount.**
- C. Seasonal discount.
- D. Quantity discount.



190. Under \_\_\_\_\_ pricing, price is set on the basis of managerial decisions and not on the basis of cost, demand, competition etc.

- A. **Administered.**
- B. Product line pricing
- C. Captive product.
- D. Mark-up pricing.

191. \_\_\_\_\_ is called shopping by post

- A. Self service store.
- B. Direct marketing
- C. Department stores.
- D. **Mail order business.**

192. Which company is the pioneer in direct marketing.

- A. Johnson&Johnson.
- B. **Eureka Forbes.**
- C. Avon cosmetics.
- D. Cypla.

193. Which of the following is not an element of promotion mix?

- A. **Branding.**
- B. Advertisement.
- C. Sales promotion.
- D. Personal selling.

194. Medical treatment with ayurvedic Massage is an example of:

- A. Pure tangible.
- B. Hybrid.
- C. **Pure service.**
- D. None of these.

195. Which of the following involves targeting bulk purchasers and offering them special benefits and privileges;

- A. **Frequency marketing.**
- B. Event marketing.
- C. Viral marketing.
- D. None of these.



## Unit 8 : Consumer Behavior and Buying decision process

196. Which of the following is true?

- A. Consuming refers to decisions about buying products.
- B. Consumer behaviour is about making people buy things.
- C. Consuming refers to the ways in which people use products.

197. Which of the following is NOT true?

- A. Purchasing behaviour relates strongly to environmental situation.
- B. Purchasing behaviour occurs independently of segmentation issues.
- C. Purchasing behaviour is basic to meeting our needs.

198. Which of the following is typical of transaction marketing?

- A. focus on customer retention
- B. short time-scale
- C. orientation on product benefits

199. Which of the following is true?

- A. Businesses change their needs more often than do consumers.
- B. Businesses are less likely to establish relationships with suppliers than are consumers.
- C. Businesses see more advantage in establishing relationships than do consumers.

200. Which of the following is TRUE?

- A. Direct marketing and relationship marketing are directly opposed to each other.
- B. Direct marketing and relationship marketing are often associated together.
- C. Direct marketing is very helpful in establishing relationships.

201. Which of the following is NOT a market research tool?

- A. focus groups
- B. questionnaires
- C. introspective reflection

202. The study of demand is called \_\_\_\_\_.

- A. anthropology
- B. economics
- C. sociology





203. The study of human behavior in groups is called \_\_\_\_\_.

- A. anthropology
- B. sociology
- C. psychology

204. Which of the following is NOT true?

- A. Family is a sociological sub-group.
- B. Family has little influence on consumer behaviour, once outside the home.
- C. Family is an extremely important group in terms of consumer behaviour.

205. Which of the following is TRUE?

- A. The concept of elasticity indicates a clear difference between luxuries and necessities.
- B. The concept of elasticity means that marketers do not need to worry about pricing.
- C. The concept of elasticity means that demand can be predicted for many products.

206. \_\_\_\_\_ is the act of designing the company's offering and image to occupy a distinctive place in the target market's mind.

- A. Positioning.
- B. Segmentation.
- C. Consumer market.
- D. Consumer behavior.

207. The concept of marketing mix was developed by \_\_\_\_\_.

- A. N.M. Borden.
- B. Philip Cotter.
- C. W. Anderson.
- D. Stanton.

208. Marketing is a \_\_\_\_\_ function of transferring goods from producers to consumers.

- A. Systematic.
- B. Commercial.
- C. Management.
- D. Economic.

209. The four Cs are \_\_\_\_\_.

- A. Customer focus, cost, convenience and communication.



- B. Convenience, control, competition and cost.
- C. Customer solution, cost, convenience and communication.**
- D. Competition, cost, convenience and communication.

