



Unit 1 : Marketing Planning and Sales Forecasting

1. Marketing consultant Pat Lapointes sees \_\_\_\_\_ as providing all the up-to-the-minute information necessary to run the business operations for a company.  
a) Marketing dashboards  
b) Marketing research  
c) Marketing information system  
d) None of the above
2. The \_\_\_\_\_ pathway looks at how prospects become customers, from awareness to preference to trial to repeat purchase.  
a) Brand metrics  
b) Cash-flow metrics  
c) The unit metrics  
d) The customers' metrics
3. The \_\_\_\_\_ focuses on how well marketing expenditures are achieving short-term returns.  
a) The cash-flow metrics  
b) The unit metrics  
c) Brand metrics  
d) Offerings metrics
4. Program and campaign ROI comes under  
a) Customer metrics  
b) Unit metrics  
c) Brand metrics  
d) Cash-flow metrics
5. Margin optimization is a type of metric that comes under  
a) Unit metric  
b) Customer metric  
c) Brand Metric  
d) Cash-flow metric
6. Financial Valuation is a type of metric that falls under  
a) Unit metric  
b) Brand metric  
c) Customer metric  
d) Cash-flow metric
7. Initiative portfolio optimization is a type of metric that comes under:  
a) Cash-flow metric  
b) Unit metric



- c) Brand metric
  - d) Customer metric
8. Marketing is responsible for preparing the sales forecast.
- a) True
  - b) False**
  - c) Can't say
  - d) None of the above
9. Sales forecasts are based on estimates of \_\_\_\_\_.
- a) Demand**
  - b) Supply
  - c) Demand and supply
  - d) None of the above
10. The \_\_\_\_\_ is the set of consumers who profess a sufficient level of interest in a market offer.
- a) Potential market**
  - b) Available market
  - c) Target market
  - d) Penetrated market
11. The \_\_\_\_\_ is the set of consumers who are buying the company's products.
- a) Potential market
  - b) Target market
  - c) Available market
  - d) Penetrated market**
12. The \_\_\_\_\_ is the part of the available qualified market the company decides to pursue.
- a) Target market**
  - b) Potential market
  - c) Available market
  - d) Penetrated market
13. Some base sales called the \_\_\_\_\_ takes places without any demand-stimulating expenditure.
- a) Market potential
  - b) Market forecast
  - c) Market minimum**
  - d) None of the above
14. Higher levels of industry marketing expenditures would yield higher levels of demand, first at \_\_\_\_\_ rate and then at \_\_\_\_\_ rate.
- a) An increasing, a decreasing**
  - b) A decreasing, an increasing
  - c) An increasing, equivalent



- d) None of the above
15. Marketing expenditures beyond a certain level would not stimulate much further demand, thus suggesting an upper limit to market demand, called the \_\_\_\_\_.
- a) **Market potential**
  - b) Market minimum
  - c) Market forecast
  - d) None of the above
16. The distance between the \_\_\_\_\_ and the \_\_\_\_\_ shows the overall marketing sensitivity of demand.
- a) **Market minimum and market potential**
  - b) Market minimum and market forecast
  - c) Market potential and market forecast
  - d) None of the above
17. \_\_\_\_\_ such as the market for racquetball playing is very much affected in size by the level of industry marketing expenditures.
- a) **An Expansible market**
  - b) A nonexpansible market
  - c) A penetrated market
  - d) None of the above
18. The result generated after comparing the current and potential levels of market demand is termed as
- a) Share penetration index
  - b) **Market-penetration index**
  - c) Customer penetration index
  - d) None of the above
19. A \_\_\_\_\_-market-penetration index indicates substantial growth potential for all the firms.
- a) **Low**
  - b) High
  - c) Medium
  - d) None of the above
20. Market demand function is a picture of market demand over time.
- a) True
  - b) **False**
  - c) Can't say
  - d) None of the above
21. Companies interested in marketing potential have a special interest in the \_\_\_\_\_ percentage, which is the percentage of ownership or use of a product or service in a population.
- a) **Product penetration**
  - b) Market penetration
  - c) Share penetration



d) None of the above

22. A \_\_\_\_\_ is the sales goal set for a product line, company division or sales representative. It is primarily a managerial device for defining and stimulating sales efforts.

- a) Sales budget
- b) Sales quota**
- c) Sales target
- d) None of the above

23. The market-build up method of assessing area market potential is used primarily by \_\_\_\_\_.

- a) Consumer marketers
- b) Business marketers**
- c) Both a & b
- d) None of the above

24. The multiple-factor index method of assessing area market potential is used primarily by \_\_\_\_\_.

- a) Consumer marketers**
- b) Business marketers
- c) Both a & b
- d) None of the above



## Unit 2 : Social Marketing

25. Social networks are organized primarily around \_\_\_\_\_.
- Brands
  - People**
  - Discussions
  - interests
26. Which social network is considered the most popular for social media marketing?
- Twitter
  - Facebook
  - Linkdin
  - Whats App
27. What is the name for Facebook`s ranking algorithm?
- Like Rank
  - Face rank
  - Page rank
  - Edge rank**
28. Which of the following is an important aspect of creating blogs and posting content?
- Using a witty user name
  - Posting at least once a month to the blog
  - Social Media Optimization
  - All of the above**
29. What is meant by "micro-blogging"?
- Blogs which are posted by companies, not individuals
  - Blogs with limited individual posts, limited by character count typically**
  - Blogging from mobile devices
  - All of the above
30. What is "social media optimization"?
- Creating content which easily creates publicity via social networks**
  - Writing clear content
  - Creating short content which is easily indexed
  - Hiring people to create content for social networks



31. What would the marketing budget section of a marketing plan detail?
- a. The cost to write the plan
  - b. The marketing personnel job descriptions
  - c. **The expected costs for each ad campaign based on the delivery method**
  - d. None of the above
32. What is the name of Facebook's analytic package?
- a. Princeps
  - b. Viewership
  - c. Discover
  - d. **Insights**
33. How does creating a social network marketing plan differ from a traditional marketing plan?
- a. The brand image should be completely different for social marketing
  - b. **The staff requirements and skill sets for social marketing are different**
  - c. Other than the method of delivery, a marketing plan either way will be similar
  - d. None of the above
34. Which of the following is functions of social media for business?
- a. Are you participating in the conversation and sharing?
  - b. Are you listening and monitoring what is being said about you?
  - c. **Both A and B**
  - d. None of the above
35. Which of the following is an important aspect of creating blogs and posting content?
- a. Using a witty user name
  - b. Posting at least once a month to the blog
  - c. Social Media Optimization
  - d. All Above
36. What is a “vlog”?
- a. Video Log
  - b. Video blog
  - c. New technology to aid in blogging
  - d. **both b and d**
37. What can a company do on Facebook apart from their page to create a following?
- a. Post more updates than usual
  - b. Post controversial posts
  - c. Use several pictures



- d. Use Groups, both companies originated and posting to other groups
38. How can a company ensure that the proper audience finds their YouTube videos?
- Post links on the company blog to the YouTube videos
  - There is no method to effectively direct people to the company videos
  - Use of keywords
  - both a and c
39. In a company who should own the social marketing plan?
- Head of Marketing
  - CFO
  - President
  - both a and b
40. What is meant by “micro-blogging”?
- Blogging daily
  - Blogs which are posted by companies, not individuals
  - Blogs with limited individual posts, limited by character count typically
  - both a and c
41. What is meant by A/B testing in marketing?
- Testing of 2 different products
  - Testing 2 versions of an advertisement to see which elicits the best response
  - Clinical testing of medical products before legally allowing them for sale
  - Testing via 2 mediums, such as radio and television
42. What is “social media optimization”?
- Creating content which easily creates publicity via social networks
  - Writing clear content
  - Creating short content which is easily indexed
  - Hiring people to create content for social networks
43. What place does Pricing have in marketing?
- Higher prices guarantee higher revenue stream
  - The company should actively market how much their products cost
  - Different pricing levels can be tested to see what elicits the best consumer response
  - Marketing based on the pricing level relative to competition is important
44. What would the marketing budget section of a marketing plan detail?
- The cost to write the plan
  - The expected costs for each ad campaign based on the delivery method
  - The overall marketing budget for a year.
  - both a and c



45. How can a company use the same material for both traditional and social network marketing?
- Posting a luring comment on Twitter the company site
  - Creating a magazine print ad with the company website
  - Utilizing a television ad campaign online as well on their site and sites such as YouTube**
46. How often should a marketing plan be revisited?
- Never, once written it is complete
  - As often as needed in order to revisit the plan of action and revise any new actions**
  - At company board meetings
  - During the financial review of the company each month
47. Which of the following would be leveraging both social network and traditional marketing?
- Handing out print advertisements with a coupon for a store
  - A print advertisement in a magazine which drives people to a website where there is a free trial offer**
  - Posting an advertisement on a message board
  - Hosting a video ad on YouTube not otherwise seen elsewhere
48. How does creating a social network marketing plan differ from a traditional marketing plan?
- The brand image should be completely different for social marketing
  - The staff requirements and skill sets for social marketing are different
  - There is no need for a social marketing plan, but a social marketing plan is required for traditional marketing
  - both b and c**
49. Which of the following is valuable in increasing a page rank?
- Paying for placement
  - Static content
  - Quantity of links from other highly ranked pages to your site.**
  - No contact information





### Unit 3 : Marketing Organizations

50. The marketing concept includes a goal orientation to remind managers that:
- achieving long-term organizational goals is as important as satisfying customers
  - customers must be satisfied no matter what the long-term effect on the firm
  - the only reason for any business to exist is to make a profit
  - the objective is to find a target market that differs from that of the competition
51. An organization with a(n) \_\_\_\_\_ believes that it exists not only to satisfy customer wants and needs and to meet organizational objectives but also to preserve or enhance individuals' and society's long-term best interests.
- sales orientation
  - market orientation
  - ethical business mission
  - societal orientation
52. A(n) \_\_\_\_\_ is the result of applying human or mechanical efforts to people or objects.
- application processor
  - profit intermediary
  - tangible product
  - service
53. It is difficult to achieve consistency and standardization of services because of which service characteristic?
- customization
  - simultaneous production and consumption
  - intangibility
  - heterogeneity
54. Due to service \_\_\_\_\_, services cannot be stored, warehoused, or inventoried.
- tangibility
  - variability
  - intangibility
  - perishability
55. Which of the following is NOT a service component customers use to evaluate service quality?
- validity
  - empathy
  - assurance
  - responsiveness



56.A \_\_\_\_\_ is a business structure of interdependent organizations that reaches from the point of product origin to the consumer.

- a. facilitating agency or place member
- b. marketing mix intermediary
- c. selective distribution channel
- d. **marketing channel or channel of distribution**

57. Distribution channels aid in overcoming barriers to exchange that are created in the production process by overcoming all of the following types of discrepancies EXCEPT:

- a. **possession**
- b. assortment
- c. quantity
- d. spatial

58. A discrepancy of \_\_\_\_\_ is the difference between the amount of product produced and the amount an end user wants to buy.

- a. space
- b. **quantity**
- c. assortment
- d. accumulation

59. If a retail outlet does not offer all the items necessary in order for the buyer to use or to receive full satisfaction from a product purchased there, there is a:

- a. **discrepancy of assortment**
- b. discrepancy of quantity
- c. spatial discrepancy
- d. temporal discrepancy
- e.



Unit 4 : Marketing Strategies

60. Peter Drucker pointed out that it is more important to \_\_\_\_\_ to be effective than to \_\_\_\_\_ to be efficient.
- a) Do the right thing, do things right
  - b) Do things right, do the right thing
  - c) Do the right thing, do things wrong
  - d) None of the above
61. Starbucks music CD sales in Coffee stores is an example of \_\_\_\_\_ for business innovation.
- a) Value capture dimension
  - b) Brand dimension
  - c) Networking dimension
  - d) Presence dimension
62. Google Paid Search is an example of \_\_\_\_\_ for business innovation.
- a) Value capture dimension
  - b) Brand dimension
  - c) Networking dimension
  - d) Offerings dimension
63. For an MBO (Manages by objectives) system to work, the business unit's objectives must meet \_\_\_\_ criteria.
- a) 5
  - b) 2
  - c) 3
  - d) 4
64. For an MBO (Manages by objectives) system to work
- a) Objectives must be arranged hierarchically, from the most to the least important.
  - b) Objectives must be arranged hierarchically, from the least to the most important.
  - c) Any of a and b
  - d) None of the above
65. The Star Alliance brings together \_\_\_\_ airlines.
- a) 18
  - b) 27
  - c) 10
  - d) 30
66. Michael Porter has proposed \_\_\_\_\_ generic strategies that provide a good starting point for strategic thinking.
- a) 3
  - b) 5



- c) 4
- d) 6

67. According to McKinsey & Company, strategy is only one of \_\_\_\_\_ elements, all of which start with the letter 'S' in successful business practice.

- a) 4
- b) 5
- c) 7
- d) 10

68. Peter Drucker pointed out that it is more important to \_\_\_\_\_ to be effective than to \_\_\_\_\_ to be efficient.

- a) Do the right thing, do things right
- b) Do things right, do the right thing
- c) Do the right thing, do things wrong
- d) None of the above

69. Thinking differently about sourcing and fulfillment is \_\_\_\_\_ of business innovation.

- a) Value capture dimension
- b) Brand dimension
- c) Networking dimension
- d) Supply Chain dimension

70. For intensive growth, the company first considers whether it could gain more market share with its current products in their current market, using a \_\_\_\_\_

- a) Market-penetration strategy
- b) Market development strategy
- c) Product-development strategy
- d) Diversification strategy

71. Select right order of intensive growth strategies:

- a) market-development strategy, market-penetration strategy, product development strategy
- b) Market-penetration strategy, market development strategy, product development strategy
- c) market-penetration strategy, product development strategy, market-development strategy
- d) None of the above

72. Market development strategy focuses on

- a) Current products and new markets
- b) Current products and current markets
- c) New products and current markets
- d) New products and new markets

73. Product development strategy for achieving intensive growth focuses on:

- a) Current products and new markets



- b) Current products and current markets  
c) **New products and current markets**  
d) New products and new markets
74. Acquiring one or more suppliers for integrative growth is  
a) Horizontal integration  
b) Forward integration  
c) **Backward integration**  
d) None of the above
75. Acquisition of competitors for integrative growth is  
a) **Horizontal integration**  
b) Forward integration  
c) Backward integration  
d) None of the above
76. In \_\_\_\_\_, the company would seek new products that have marketing or technological synergies with existing product lines appealing to a new group of customers.  
a) **Concentric diversification**  
b) Horizontal diversification  
c) Conglomerate diversification  
d) None of the above
77. In \_\_\_\_\_, the company can develop new products that are technologically unrelated to its current product line and still can appeal to its current customers.  
a) Concentric diversification  
b) **Horizontal diversification**  
c) Conglomerate diversification  
d) None of the above
78. In \_\_\_\_\_, the company may seek new opportunities that have no relation with its current technology, products, or markets.  
a) Concentric diversification  
b) Horizontal diversification  
c) **Conglomerate diversification**  
d) None of the above
79. Gary Hamel believes that  
a) Senior management hammers out the strategy and hands it down.  
b) **Imaginative ideas on strategy exist in many places within a company**  
c) The strategy comes from outside the organization  
d) None of the above



80. Redefining how company gets paid or create innovative new revenue streams is \_\_\_\_\_ of Business innovation.
- a) Value capture dimension
  - b) Brand dimension
  - c) Networking dimension
  - d) Offerings dimension
81. Market sensing, Customer linking and channel bonding are:
- a) Core Competencies
  - b) Distinctive capabilities
  - c) a & B
  - d) None of the above
82. Holistic Marketers achieve profitable growth by
- a) Expanding customer share
  - b) Building customer loyalty
  - c) Capturing customer lifetime value
  - d) All of the above
83. A company identifies new value opportunities through
- a) Value exploration
  - b) Value creation
  - c) Value delivery
  - d) None of the above
84. Analyzing three spaces that are the customer's cognitive space, the company's competency space and the collaborator's resource space is integral part of
- a) Value exploration
  - b) Value creation
  - c) Value delivery
  - d) None of the above
85. Customer relationship management, internal resource management and business partnership management are the key functions of
- a) Value exploration
  - b) Value delivery
  - c) Value creation
  - d) None of the above
86. \_\_\_\_\_ lays out the target markets and the value proposition the firm will offer, based on an analysis of the best market opportunities.
- a) Tactical marketing plan
  - b) Strategic marketing plan
  - c) Both a & b



d) None of the above

87. Tactical marketing plan focuses on

- a) Promotion
- b) Merchandising
- c) Sales Channel
- d) All of the above

88. "Hollow corporations"• , operating in vertical competitive sphere

- a) Contracts Out every service
- b) Are Pure Marketing Companies
- c) Both a & b
- d) None of the above

89. "Never settle for the best"• is the philosophy of

- a) Google
- b) Yahoo
- c) Microsoft
- d) eBay

90. "Organize the world's information and make it universally accessible and useful" is the mission statement of

- a) Yahoo
- b) Google
- c) Bing
- d) None of the above

91. Harvard's famed marketing professor Ted Levitt argued that

- a) Market definitions of a business are superior to product definitions
- b) Product definitions of a business are superior to market definitions
- c) Vary as per condition
- d) None of the above



Unit 5 : Agricultural marketing

92. Consider the following statements and identify the right ones.
- i. National Mission for Sustainable Agriculture has been conceptualized to recognize the challenge of climate change to Indian agriculture.
  - ii. It is one of the eight missions under the NAPCC.
- a. i only
  - b. ii only
  - c. both
  - d. none
93. Consider the following statements and identify the right ones.
- i. The National Mission on Micro Irrigation is a centrally sponsored scheme.
  - ii. It enhances water-use efficiency by adopting different irrigation methods.
- a. I only
  - b. ii only
  - c. both
  - d. none
94. Consider the following statements and identify the right ones.
- i. The National Mission for Sustainable Agriculture has 10 key dimensions to promote sustainable agricultural practices.
  - ii. It emphasizes the need to harness traditional knowledge for in-situ conservation of genetic resources.
- a. i only
  - b. ii only
  - c. both
  - d. none
95. Consider the following statements and identify the right ones.
- i. The Accelerated Irrigation Benefit Programme has been initiated to provide assistance for completing incomplete irrigation projects.
  - ii. They have to be approved by the Planning Commission to avail the benefit.
- a. I only
  - b. ii only
  - c. both
  - d. none
96. Consider the following statements and identify the right ones.
- i. The National Food Security Mission aims to increase production through area expansion.
  - ii. This programme was launched to enhance the production of rice, wheat and pulses.
- a. I only
  - b. ii only
  - c. both





d. none

97. Which of the following is a new sub-scheme under the Rashtriya Krishi Vikas Yojana?

- a. Bringing green revolution to eastern region
- b. Special programme on oil palm area expansion
- c. Accelerated fodder development programme
- d. All the above

98. Which of the following is a new sub-scheme under the Rashtriya Krishi Vikas Yojana?

- a. Integrated development of pulses village in rainfed areas.
- b. Vegetable initiative for urban clusters.
- c. National mission for protein supplements.
- d. All the above

99. Which of the following is an area of focus under RKVY?

- a. Agriculture mechanization
- b. Support to state seed farms
- c. Encouraging non-farm activities
- d. All the above

100. Which of the following is not an area of focus under RKVY?

- a. Animal husbandry and fisheries development activities
- b. Special schemes for beneficiaries of land reforms
- c. Study tours of farmers
- d. None of the above

101. Consider the following statements and identify the right ones.

- i. Implementation of National Mission on Saffron is one of the new initiative introduced in 2010-11
  - ii. It extends green revolution to eastern regions
- a. I only
  - b. ii only
  - c. both
  - d. none

102. Consider the following statements and identify the right ones.

- i. The ISOPOM was introduced in 2004.
  - ii. Under this scheme, crop diversification is possible as states are given flexibility in implementation.
- a. i only
  - b. ii only
  - c. both
  - d. none

103. Which of the following state is/are included under the Oil Palm Development Programme under ISOPOM ?

- a. Tamil Nadu



- b. Gujarat
- c. Tripura
- d. All the above

104. Which of the following state is not included under the Maize Development Programme?

- a. Bihar
- b. Chhatisgarh
- c. Madhya Pradesh
- d. None of the above

105. Consider the following statements and identify the right ones.

- i. The Ministry of Agriculture implements the National Horticulture Mission
  - ii. All the states are covered under the NHM
- a. i only
  - b. ii only
  - c. both
  - d. none

106. Consider the following statements and identify the right ones.

- i. The Ministry of Agriculture implements the National Bamboo Mission
  - ii. The mission adopts regionally differentiated strategy for the holistic growth of bamboo sector.
- a. i only
  - b. ii only
  - c. both
  - d. none

107. Consider the following statements and identify the right ones.

- i. The Agricultural Price Policy aims at providing assured price to the farmers.
  - ii. It aims at inducing farmers to bring in their surplus produce to the market.
- a. I only
  - b. ii only
  - c. both
  - d. none

108. Who recommends the MSP and issue prices?

- a. Ministry of agriculture
- b. Planning commission
- c. Commission for Agricultural Costs and Prices
- d. NABARD

109. Consider the following statements and identify the right ones.

- i. The Antyodaya Anna Yojana provides food security to the poorest families
  - ii. It includes a new category other than BPL and APL in the PDS
- a. I only



- b. ii only
- c. both
- d. none

110. Consider the following statements and identify the right ones.

- i. The Kisan Credit Scheme was launched in 2015
  - ii. The scheme provides adequate and timely credit support to the farmers for their cultivation needs.
- a. I only
  - b. ii only
  - c. both
  - d. none

111. Which of the following is the implementing agency for National Agricultural Insurance Scheme?

- a. Food Corporation of India
- b. Commission for Agricultural Costs and Prices
- c. Agricultural Insurance Company of India Limited
- d. NABARD

112. Consider the following statements and identify the right ones.

- i. The NAIS protects farmers from crop losses due to natural calamities
  - ii. The scheme is available only to farmers with small land holdings
- a. I only
  - b. Ii only
  - c. Both
  - d. None

113. Consider the following statements and identify the right ones.

- i. The NAIS operates on the basis of area approach
  - ii. It covers only the food crops
- a. I only
  - b. ii only
  - c. both
  - d. none

114. Consider the following statements and identify the right ones.

- i. NABARD was set up by an act of Parliament in 1982
  - ii. It facilitates credit for agriculture only
- a. I only
  - b. ii only
  - c. both
  - d. none

115. Consider the following statements and identify the right ones.

- i. NABARD provides consultancy services.



- ii. NABARD supervises rural financial institutions
- a. I only
  - b. ii only
  - c. both
  - d. none

116. Which of the following is a function of NABARD?
- a. Monitoring flow of ground level credit to agriculture
  - b. Credit planning and monitoring
  - c. Formulation of operational guidelines for rural financial institutions
  - d. All the above





### Unit 6 : International marketing

- 117 Which of the following promotion at budget method wrongly views sales as the cause of promotion rather than as the result?
- Affordable methods
  - Percentage of sales method**
  - Competitive part method.
  - Objective and task method
118. Which of the following is more affective tool for promotion process?
- Advertisement**
  - Personal Sale
  - Publicity
  - Sales promotion
119. D.E.P.B. stand for
- Duty Exempt Port Boundary
  - Duty Entitlement Pass Book**
  - Method of Export Payment
  - Deposit Export Pay Bill Scheme
120. As per the terminology of international Air Transport Association (IATA), air Transport Association (IATA), airway bill is issued in how many set?
- 14 sets
  - 12 sets**
  - 13 sets
  - 11 sets
121. The short-term motivation schemes prepared for purchase promotion are known as-
- Personal sale
  - Sales promotion**
  - Advertisement
  - Packaging
122. According to text, the most dramatic of the environments the effect marketing and appears to be now shaping our world is the environment.
- Natural
  - Demographic
  - Economic
  - Technological**
- 123 Programme Evaluation and Review Technique (PERT) is used in –
- Advertisement



- b. Selling
- c. Evaluating the working programme**
- d. Exchange

124 For practical purposes, the difference between the concept of international marketing and the concept of multinational marketing is

- a. Significant
- b. Insignificant**
- c. Meaningful
- d. Adequate

125 'International marketing is global process of planning and executing conception, pricing, promotion' The definition fails to recognize

- a. Non-Profit marketing
- b. Business-To –business marketing**
- c. Consumer marketing
- d. Integration of the 4 Ps

126 These things are not known by import in india-

- a. Rice**
- b. Fertilizers
- c. Chemical
- d. Raw Rubbers

127 Determining that which product should be introduced in which country what modification should be made in it, is called-

- a. International Product Planning
- b. World Product Planing**
- c. a and b both
- d. a only

128 To ensure that sub-standard goods are not exported from india which may bring bad name to country, compulsory pre-shipment inspection is carried out of about how many items?

- a. 1057**
- b. 1058
- c. 1059
- d. 1060

129 Which type of exporter will choose direct distribution channel?

- a. Large exporter**
- b. Small exporter
- c. Medium exporter
- d. None of these



130 Which of the following is not true one of the five stages of the buyer's decision process?

- a. Need recognition
- b. Brand identification**
- c. Information search
- d. Purchase decision

131 Included in group of the factors affecting the international marketing are-

- a. Social factors
- b. Economic factors
- c. Political factors
- d. All of these**

132 Which of the following is to prepare product source planning?

- a. Marketing department
- b. General Manager of the company
- c. Policy Makers of the company**
- d. None of these

133 Green marketing relates to-

- a. Agricultural marketing
- b. Environmental Protection**
- c. Zoological product distribution
- d. All of these

134 Internal marketing means-

- a. Marketing outside the country
- b. Marketing inside the company
- c. Marketing with family members
- d. Marketing inside the country**

135 .....are products bought by individuals and organization for further processing or for use in conducting a business.

- a. Consumer products
- b. Services
- c. Industrial products**
- d. Specialty products

136 By which elements international marketing environment has been created?

- a. Mini environmental factors
- b. High environmental factors
- c. Both (a) and (b)**
- d. None of these

137 Treasury bills are issued by Reserve Bank, the maximum maturity period of these bills is-

- a. Zero to six months



- b. **Six months to one year**
- c. One to two year

138 The sender of the goods submits it to the shipping company which issues in exchange of the mate's receipt?

- a. Way Bill
- b. Letter of credit
- c. **Bills of lading**
- d. Combined transport document

139 Which of the following is the first stage for market segmentation?

- a. Analysis
- b. Future generation
- c. **Investigation and Research**
- d. None of these

140 The business organization established on the basis of characteristics of the foreign customers is known as-

- a. Work oriented organization
- b. Product oriented organization
- c. **International Marketing Customer Organization**
- d. All the above

141 Which one of the following is not an alternative Market Strategy toward Market segment?

- a. Undifferentiated Marketing Strategy
- b. Differentiate Marketing Strategy
- c. Concentrate Marketing
- d. **International Marketing Strategy**

142 On which basis normally the market is distributed?

- a. **Demographic base**
- b. Economic base
- c. Geographical base
- d. Multi factors

143 When the global level plans are prepared at international head quarters, it is known as-

- a. Operational planning
- b. Strategic planning
- c. **Corporate planning**
- d. None of these

144 Spreading news which is important from business point of view through newspapers, televisions etc., is called-

- a. **Publicity**
- b. Advertising





- c. Promotion
- d. All of these

145 Full name of Fera is-

- a. Foreign Exchange Regulation Act
- b. Foreign Exchange Rating Act
- c. Foreign Exchange Ratio Act
- d. Foreign Exim Rate Act

146 The production classification may be in the following forms

- a. Durable and non-durable products
- b. Consumer products
- c. Industrial products
- d. **All of these**

147 Market segmentation means-

- a. Dividing the selling staff is small size
- b. Dividing the territory is small size
- c. **To divide the target group in small size**
- d. All the above

148 Global Presence of giant multinational corporations is an evidence for the existence of globalization.

- a. Ecological
- b. Political
- c. Agricultural
- d. **Economic**

149 In which year the foreign trade development regulation act was passed?

- a. 1993
- b. **1992**
- c. 1994
- d. 1990

150 Restraining forces against globalization are-

- a. Government policies
- b. Foresightness of Organisation
- c. Organisation culture
- d. **All of these**

151 Which of the following is the means of measuring the transfer price?

- a. Direct manufacturing cost
- b. Cost plus mark up
- c. Market based transfer price
- d. **All of these**



152 Which of the following does not affect the purchasing power of the man?

- a. Income
- b. Prize
- c. Loan
- d. Cultural nature

153 Market share means-

- a. Share Market
- b. Sensex
- c. Elasticity of demand
- d. **Market demand**

154 Which one is not the technique of Environmental Analysis of international marketing?

- a. Verbal and written information
- b. **Search and Scanning**
- c. Bargaining Power
- d. Forecasting and formal Studies

155 Which approach explains that the producer should conduct according to requirement of the consumer?

- a. Traditional approach
- b. **Consumer investigation**
- c. Current approach
- d. General approach

156 Paper Gold is

- a. **SDR**
- b. ADR
- c. UDR
- d. GDR

157 Which one is not the export promotion agency in India?

- a. Export Promotion Council
- b. **World Trade Organization**
- c. Commercial Banks
- d. Export Credit and Guarantee

158 Product survey includes

- a. Production
- b. Advertising expenditures
- c. Wages
- d. **Shape, colour and design of the product**



Unit 7 : Marketing Regulations

159. Laws and regulations of various governments and their ongoing development and change are an example of \_\_\_\_\_ factors and are part of all organizations' external environment.
- a. economic investment
  - b. **political and legal**
  - c. research and development
  - d. competitive
160. Corporate social responsibility:
- a. is mandated by federal law
  - b. requires companies to sacrifice economic performance for the sake of their stakeholders
  - c. does not influence competition
  - d. **may not always result in profit and growth**
161. Law is either private law or \_\_\_\_\_ law.
- a. **Public**
  - b. Private
  - c. Local
  - d. Family
162. A breach of contract can be of \_\_\_\_\_ breach
- a. **Discharged**
  - b. Illegal
  - c. Void
  - d. None of these
163. How many parties are there to a Promissory note?
- a. Two parties
  - b. One party
  - c. Four party
  - d. Three parties
164. A minor can be an \_\_\_\_\_?
- a. Surety
  - b. **Agent**
  - c. Partner
  - d. All of these



(1) 5)None of these

165. Public Law is divided into \_\_\_\_\_ categories?

- a. Three
- b. Four**
- c. Two
- d. None of these

166. An agreement that is caused by fraud, misrepresentation & coercion is \_\_\_\_\_?

- a. Voidable**
- b. Partially Void
- c. Valid
- d. All of these
- e. None of these

167. The person which is represented as an agent \_\_\_\_\_?

- a. Middleman
- b. Owner
- c. 3)None of these
- d. Principal

168. Public law includes \_\_\_\_\_ law?

- a. Administrative
- b. Constitution
- c. Criminal
- d. All of these**

169. Contingent goods belongs to \_\_\_\_\_ goods?

- a. Existing
- b. Future**
- c. Contingent
- d. None of these

170. Is voidable contract?

- a. Partly valid agreement
- b. An illegal agreement
- c. All of these
- d. None of these**



171. According to Contract Act, Select the true about the “Contract”?
- A. Legal Term
  - B. Binding agreement
  - C. Always in written
  - a. B only
  - b. A and B only
  - c. **A, B and C**
172. Contract can be signed between
- a. Individuals
  - b. Legal Entities
  - c. **All of the above A and B**
  - d. None of these
173. In general, Partnership entails which one of the following liability?
- a. Unlimited Liability
  - b. **Limited Liability**
  - c. No Liability at all
  - d. Both A and C
174. Select the best of partnership that entails more legal benefits?
- a. **Unlimited Liability Partnership**
  - b. Limited Liability Partnership
  - c. Ordinary Partnership
  - d. None of these
175. Reciprocal represent the meaning of
- a. A. One sided contracts
  - b. **B. Trilateral contracts**
  - c. C. Bilateral contracts
  - d. D. None of above
176. ....is the promise which forms the consideration or part of the consideration for each others.
- a. **Reciprocal promise**
  - b. Conditional promise
  - c. Simple promise
  - d. None of above



177. A proposal may be revoked by different ways as are provided in which one of the followings section of the Contract Act 1872.

- a. 6
- b. 7
- c. 8
- d. None of above

178. How many ways for revocation of proposal, according to the section 6 of the Contract Act, 1872

- a. 2
- b. 3
- c. 4
- d. None of above

179. Which one of the following is the agreement that is not enforceable by law is?

- a. Valid agreement
- b. Void agreement
- c. Voidable agreement
- d. None of above

180. Which one of the following is the agreement that is enforceable by law?

- a. Contract
- b. An agreement
- c. Both (a) and (b)
- d. None of above



## Unit 8 : Globalization and Marketing

181 Which of the following is not part of an organization's global intermediate environment?

- a. Global supply chains
- b. Global Partners
- c. **Global institutions**
- d. Global suppliers

182 In a market where demand from customers is strong, but the organization faces acute shortages of staff, which element of its marketing environment is likely to be most important in corporate planning?

- a. **Internal environment**
- b. Regulatory environment
- c. Micro-economic environment
- d. Physical environment

183 There are three types of political risks for organizations operating in the international market environment. These are:

- a. Ownership risk, marketing risk, and transfer risk
- b. Supplier risk, distributor risk, and retailer risk
- c. **Ownership risk, operating risk, and transfer risk**
- d. Ownership risk, marketing risk, and operating risk

184 Which of the following is not a true statement about recent demographic change in the developed economies?

- a. Household size has been consistently falling.
- b. The average number of children in a family has been consistently falling.
- c. **The birth rate is consistently rising quickly.**
- d. The number of very large households has been consistently falling.

185 Which of the following is not true of changes in a firm's technological environment?

- a. New technology allows for new ways of communicating with a firm's customers.
- b. **New technology always leads to benefits for firms.**
- c. New technology can allow new goods and services to be developed.
- d. New technology lowers the production learning curve.



186 Local community groups, road safety campaigning organizations and government agencies are necessarily \_\_\_\_\_ a car manufacturer.

- a. pressure groups on
- b. regulators of
- c. intermediaries for
- d. shareholders of

187 Within the micro-environment, a channel of distribution can BEST be described as:

- a. all of the retailers in a country who stock a particular type of product.
- b. all of those people and organizations involved in the process of transferring a product from the producer to the consumer.
- c. a route plan for as company's fleet of delivery trucks, designed to minimize the cost per delivery.
- d. a route plan for as company's fleet of delivery trucks, designed to maximize the speed of delivery.

188 SLEPT is widely used by marketers in analyzing their marketing environment. It is an acronym for:

- a. Systems, Leadership, Empowerment, People and Tactics
- b. Strategy, Leadership, Environment, Planning and Tactics
- c. Social, Legislation, Economic, Political and Technology
- d. Socio, Legal, Economic, Political and Technology

189 A commercial company that explicitly takes into consideration the social consequences of its actions is most likely to be:

- a. putting the needs of consumers before the company's need for profit.
- b. acting philanthropically to their customers.
- c. seeking to combine social benefits with business profitability.
- d. acting like a public sector organization.

190 Which of the following is not a benefit for conducting environmental analysis?

- a. An increase in an organization's exposure to politically unstable markets
- b. Aid to decision making
- c. Choice of market and marketing mix
- d. Prioritize and manage risk factors

191 In general, the discourses of globalization can be categorized into:

- a. Political, Economic, Cultural and Technological





- b. Political, Economic, Ethnic and Technological
- c. Political, Economic, Ethnic and Physical
- d. Political, Ecological, Cultural and Technological

192 When we take a look at the world we live in today and the global presence of giant multinational corporations, there seems to be plenty of evidence in the existence of \_\_\_\_\_ globalization.

- a. ecological
- b. political
- c. agricultural
- d. **economic**

193 With regard to the international distribution of power, economic power appears to be shifting away from the developed economies towards the developing economies due to:

- a. high unemployment and poverty in many of developing countries.
- b. their enormous population and economic potentials.
- c. political stability in many developed countries.
- d. **increasing level of economic globalization.**

194 The growing penetration of new communication technologies such as the internet and social media plays a role in the erosion of nation state's sovereignty because:

- a. More countries in the world now practice capitalism.
- b. **Governments find it difficult to exercise control and censorship over the flow of information and images across national borders.**
- c. The sovereignty of nation states is increasingly ignored by people.
- d. None of the above.

195 Which of the following is not an opportunity of globalization for organizations?

- a. Increased market access
- b. Liberalization of trade
- c. **Rising communication and transportation costs**
- d. Global sourcing, purchasing and production

196 Globalization has been perceived as posing significant threats to businesses. Which of the following statement is TRUE?



- a. The stability of global business environment is threatened due to the increasing vulnerability of national economies to global macroeconomic volatility.
- b. The increased economic integration makes it more difficult for national governments to speculate on tax increases.
- c. Globalization inevitably makes organizations less efficient due to increased costs of doing business internationally.
- d. Many anti-globalization protestors have contributed to increased global terrorism.

197 The so-called 'Champagne Glass' phenomenon is used to reflect the pattern of:

- a. inequality between global suppliers and multinational corporations.
- b. inequality between the world's rich and poor.
- c. inequality between wine producers rich countries and wine producers in poor countries.
- d. inequality between glass producers in rich countries and glass producers in poor countries.

198 Human migration from poor to rich nations are very different in their implications from those that are the other way around because:

- a. it creates considerable wealth for the poor nations.
- b. it facilitates more trade between the rich and poor nations.
- c. it can exacerbate 'brain-drain' problems for poor nations.
- d. it can accelerate climate change and environmental degradation.

199 Current concerns with respect to environmental protection cover a range of issues apart from which of the following?

- a. Multinational global operations and their contribution to emission of greenhouse gasses.
- b. The creation and the management of consumer and industrial waste.
- c. Deforestation and the loss of biodiversity.
- d. The human rights of indigenous peoples and their cultures.

200 Socially enlightened organizations see environmental protection as:

- a. anecessary business cost that needs to be properly accounted for financially.
- b. an essential business tool in gaining and sustaining competitive advantage.
- c. an important marketing tool that should be carefully used to create positive public relations.
- d. a way to attract environmentally friendly consumers in order to generate an additional revenue stream.