

SUBJECT CODE: 3483

SUBJECT NAME: MARKETING MANAGEMENT III

Unit 1 : Advertising I

1. In a small market _____ is better

- A. Three level channel
- B. Two level channel
- C. Direct marketing
- D. All of these

Answer : (C)

Direct marketing

2. Direct marketing is found more suitable to which of the following products?

- A. Agriculture products
- B. TV
- C. Shoes
- D. Vacuum cleaner

Answer : (D)

Vacuum cleaner

3. _____ is not a vertically integrated channel

- A. Admininisterd
- B. Contractual
- C. Corporate
- D. None of these

Answer : (D)

None of these

4. _____ is not included in the product factor

- A. Physical nature
- B. Technical nature
- C. Suitability



D. None of these

Answer : (C)

Suitability

5. If goods directly move from producer to consumer, it is known as

- A. One level channel
- B. Zero level channel
- C. Two level channel
- D. None of these

Answer : (B)

Zero level channel

6. Selling includes _____

- A. Advertising
- B. Transfer of title from the seller to the buyer
- C. Sales promotion
- D. None of these

Answer : (B)

Transfer of title from the seller to the buyer

7. _____ is not a step in advertising campaign

- A. Market analysis
- B. Determining ad Objectives
- C. Selecting ad media
- D. Supply of goods

Answer : (D)

Supply of goods

8. _____ is not a consumer promotion scheme

- A. Samples
- B. Advertising material
- C. Coupons
- D. Rebates

Answer : (B)
Advertising material

9. Dealer promotion is also known as

- A. Trade promotion
- B. Goods promotion
- C. Commerce promotion
- D. None of these

Answer : (A)
Trade promotion

10. The process of direct communication between the sales person and a prospect is called

- A. Personal selling
- B. Direct marketing
- C. Advertising
- D. None of these

Answer : (A)
Personal selling

11. _____ is all the written or spoken matter in an advertisement expressed in words or sentences and figures designed to convey the message.

- A. Matter
- B. ad medium
- C. ad copy
- D. none of these

Answer : (C)
ad copy

12. A major portion of the rural population consists of _____ income groups.

- A. Low
- B. high
- C. medium
- D. all of these

Answer : (A)

Low

13. General rural markets where rural /tribal people gather once or twice a week on a fixed day to exchange/to sell their produce is called _____

- A. Regular periodic market
- B. Seasonal market
- C. Daily market
- D. Rural market

Answer : (A)

Regular periodic market

14. Permanent rural market with continuous trading activity is called _____

- A. Regular periodic market
- B. Seasonal market
- C. Daily market
- D. Rural market

Answer : (C)

Daily market

15. Rural consumers are _____

- A. Price sensitive
- B. less price sensitive
- C. quality conscious
- D. none of these

Answer : (A)

Price sensitive

16. Smaller companies tying up with leading companies to distribute through its network is known as _____ Distribution.

- A. Syndicated
- B. selective
- C. exclusive
- D. intensive

Answer : (A)
Syndicated

17. Medical treatment with ayurvedic massage is an example of

- A. Pure tangible good
- B. hybrid
- C. pure service
- D. none of these

Answer : (C)
pure service

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

- A. People
- B. packaging
- C. process
- D. physical evidence

Answer : (A)
People

19. Which of the following is against marketing concept ?

- A. Demarketing
- B. meta marketing
- C. mass marketing
- D. mega marketing

Answer : (A)
Demarketing

20. _____ is also called ambush marketing.

- A. Event marketing
- B. morph marketing
- C. guerilla marketing
- D. none of these

Answer : (A)
Event marketing

21. The term _____ Marketing was coined by Steven Jurvetson in 1997.

- A. Word of mouth
- B. viral
- C. guerilla
- D. morph

Answer : (B)
viral

22. _____ is the marketing of a social message with a view to change behavior of people's habit.

- A. Green marketing
- B. Social marketing
- C. Gaimatias marketing
- D. none of these

Answer : (B)
Social marketing

23. Utilizing electronic medium in everyday business activities is known as

- A. E-marketing
- B. E-business
- C. E-commerce
- D. none of these

Answer : (B)
E-business

24. _____ can be defined as convergence of branding, information dissemination and sales transactions all in one place.

- A. E-advertising
- B. E-branding
- C. E-commerce
- D. E-marketing

Answer : (A)
E-advertising

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

- A. eavesdropping
- B. spoofing
- C. encryption
- D. unauthorized action

Answer : (C)
encryption



Unit 2 : Advertising II

26. _____ is not an e-payment media.

- A. Credit card
- B. Debit card
- C. Electronic cheque
- D. Wallet

Answer : (D)

Wallet

27. Which of the following is not a type of e-payment system.

- A. ETB
- B. EFT
- C. E-cash
- D. None of these

Answer : (D)

None of these

28. _____ Is a specialized form of online identity theft.

- A. Spoofing
- B. Unauthorized disclosure
- C. Eavesdropping
- D. Phishing

Answer : (D)

Phishing

29. _____ is a computer crime in which criminal breaks into a computer system for exploring details of information etc.

- A. Hacking
- B. Spoofing
- C. Eavesdropping

D. Phishing

Answer : (A)

Hacking

30. All forces or factors that effect marketing policies, decisions and operations of a business constitute _____

- A. Marketing mix
- B. Marketing environment
- C. Marketing control
- D. None of these

Answer : (B)

Marketing environment

31. Markets which are organized and regulated by statutory measure are

- A. Regulated markets
- B. Unregulated markets
- C. World market
- D. None of these

Answer : (A)

Regulated markets

32. Market where shares, debentures, bonds etc of companies are bought and sold.

- A. Money market
- B. Foreign exchange market
- C. Stock market
- D. None of these

Answer : (C)

Stock market

33. Profit through Customer Satisfaction Is aimed in _____ Concept

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

Answer : (C)
Marketing

34. A person who purchases a product or service either for his own consumption or for others is known as _____

- A. Buyer
- B. Customer
- C. Consumer
- D. None of these

Answer : (B)
Customer

35. Sub-dividing of market into homogeneous sub-sections of customers is known as

- A. Target marketing
- B. Market segmentation
- C. Product differentiation
- D. None of these

Answer : (B)
Market segmentation

36. Serving a small market not served by competitors is known as _____

- A. Local marketing
- B. Niche marketing
- C. Segment marketing
- D. Individual marketing

Answer : (B)
Niche marketing

37. The process of assessing the relative worth of different market segments and selecting one or more segments in which to compete is called

- A. Target marketing
- B. Market segmentation
- C. Product differentiation
- D. None of these

Answer : (A)
Target marketing

38. Using the names of company's powerful brands for line extensions is _____

- A. Positioning by Product Attributes and Benefits
- B. Positioning by Brand Endorsement
- C. Positioning by use, Occasion and Time
- D. Positioning by Corporate Identity

Answer : (B)
Positioning by Brand Endorsement

39. Products seen as only suitable in one single market

- A. Local Products
- B. Multinational Products
- C. International Products
- D. Global Products

Answer : (A)
Local Products

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

- A. Product
- B. Price
- C. Place

D. Promotion

Answer : (B)

Price

41. Yellow goods include _____ goods.

- A. Red & white
- B. White & brown
- C. Orange & red
- D. White & orange

Answer : (B)

White & brown

42. Rising profits is a feature of _____ stage of PLC.

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

Answer : (A)

Growth

43. The set of all the products a firm made available to consumers buy is called.

- A. Product line
- B. Product mix
- C. Product category
- D. None of these

Answer : (A)

Product line

44. The approach used when the marketer wants the consumer to respond on an emotional, rather than rational basis

- A. Predatory Pricing



- B. Economy Pricing
- C. Psychological Pricing
- D. Penetration Pricing

Answer : (D)
Penetration Pricing

45. A price reduction to buyers who pay their bills promptly is called.

- A. Trade discount
- B. Cash discount
- C. Seasonal discount
- D. Quality discount

Answer : (B)
Cash discount

46. The strategy of using as many outlets as possible is called

- A. Intensive distribution
- B. Cohesive distribution
- C. Wide distribution
- D. All of these

Answer : (A)
Intensive distribution

47. Which of the following is not a non store retailing ?

- A. Kiosk marketing
- B. retail chains
- C. Direct marketing
- D. telemarketing

Answer : (D)
telemarketing

48. _____ factor is not considered as an important one while selecting channel of



distribution

- A. Product
- B. Market factor
- C. Colour
- D. None of these

Answer : (C)

Colour

49. _____ are generally food stores that are much smaller in size than in supermarkets.

- A. Convenient store
- B. Discount store
- C. Specialty store
- D. None of these

Answer : (A)

Convenient store

50. _____ advertisement stresses on comparative features of two brands

- A. Comparative advertisement
- B. Complimentary advertisement
- C. Niche advertisement
- D. None of these

Answer : (A)

Unit 3 : Brand management

51. A good catchy phrase used and repeated often in an advertisement is _____

- A. Idea
- B. Brand name
- C. Trade mark
- D. Slogans

Answer : (D)
Slogans

52. Which of the following is not an element of promotion mix

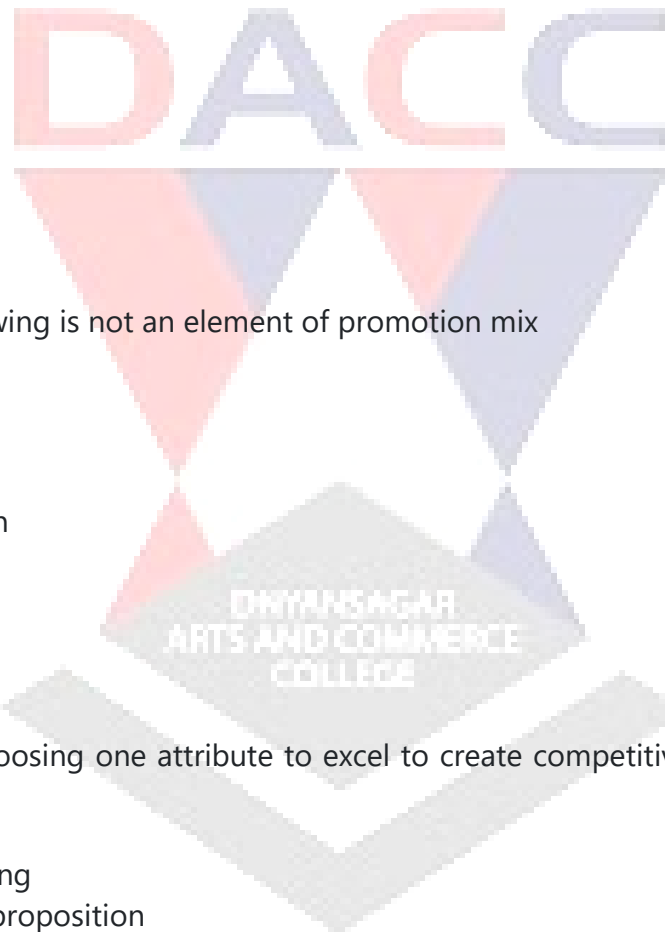
- A. Advertisement
- B. Branding
- C. Personal selling
- D. Sales promotion

Answer : (B)
Branding

53. The strategy of choosing one attribute to excel to create competitive advantage is known as

- A. Under positioning
- B. Unique selling proposition
- C. Over positioning
- D. None of these

Answer : (B)
Unique selling proposition



54. AIDAS stands for

- A. Attention, Interest, Desire, Action, Satisfaction
- B. Action, Interest, Decision , Attention, Service
- C. Attention, Interest, Attitude, Action, Satisfaction
- D. None of these

Answer : (A)

Attention, Interest, Desire, Action, Satisfaction

55. Which of the following is a major advantage of personal selling ?

- A. targeted message
- B. reach and frequency
- C. more sales
- D. none of these

Answer : (A)

targeted message

56. Blue revolution refers to

- A. Aquaculture
- B. milk
- C. poultry
- D. none of these

Answer : (A)

Aquaculture

57. Profiling the rural market is a part of _____ stage of rural marketing strategy.

- A. Planning
- B. execution
- C. feedback
- D. none of these

Answer : (A)

Planning

58. Services are _____

- A. Intangible
- B. perishable
- C. both a & b
- D. none of these

Answer : (A)

Intangible

59. 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

Answer : (A)

Frequency marketing

60. The basic objective behind the _____ is to add value to the product significantly for winning the customers' loyalty.

- A. Event marketing
- B. morph marketing
- C. guerilla marketing
- D. none of these

Answer : (B)

morph marketing

61. An airline working with a tour operator or a hotel group is an example of _____ marketing

- A. Partnership



- B. viral
- C. guerilla
- D. morph

Answer : (A)
Partnership

62. The marketing side of E-commerce is known as _____.

- A. E-marketing
- B. E-business
- C. Interactive marketing
- D. none of these

Answer : (A)
E-marketing

63. Which of the following is importance of e-marketing?

- A. sell
- B. serve
- C. sizzle
- D. all of these

Answer : (D)
all of these

64. The financial exchange that takes place online between buyers and sellers is known as

- A. E-branding
- B. E-marketing
- C. E-advertisement
- D. E-payment system

Answer : (D)
E-payment system

65. _____ involves some one masquerading as someone else.

- A. Spoofing
- B. Unauthorized action
- C. Eavesdropping
- D. Phishing

Answer : (A)

Spoofing

66. _____ can be used to minimize the risk of security breaches or viruses.

- A. Firewall
- B. Backups
- C. Encryption
- D. Digital signature

Answer : (A)

Firewall

67. The group of elements price, product, promotion and place constitute

- A. market mix
- B. marketing mix
- C. product mix
- D. promotion mix

Answer : (B)

marketing mix

68. Branding is a function of _____

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

Answer : (D)

Facilitating

69. Market where money is lend and borrowed

- A. Money market
- B. Foreign exchange market
- C. Stock market
- D. None of these

Answer : (A)
Money market

70. Marketing is important to

- A. Economy
- B. Companies
- C. Consumers
- D. All of these

Answer : (D)
All of these

71. Which of the following is not included in the micro environment

- A. Suppliers
- B. Publics
- C. Economic
- D. Customers

Answer : (C)
Economic

72. "We guarantee every product we sell" appeal to _____ motive

- A. Curocity
- B. Variety
- C. Quality
- D. Comfort

Answer : (C)
Quality

73. The concentration of all marketing efforts on one selected segment within the total market.

- A. Undifferentiated Marketing
- B. Differentiated Marketing
- C. Concentrated Marketing
- D. Customised or Personalised Marketing

Answer : (C)
Concentrated Marketing

74. An organisation directs its marketing efforts at two or more segments by developing a marketing mix for each segment.

- A. Total market approach
- B. Concentration approach
- C. Multi-segment approach
- D. None of these

Answer : (C)
Multi-segment approach

75. Anything that has the ability to satisfy a consumer need is known as _____

- A. Price
- B. Package
- C. Product
- D. Promotion

Answer : (A)
Price

Unit 4 : Industrial Marketing

76. Brands owned and developed by producers are known as

- A. Manufacturer brands
- B. Individual brands
- C. Family brands
- D. Dealer

Answer : (A)

Manufacturer brands

77. Which is not a level of brand loyalty.

- A. Brand preference
- B. Brand recognition
- C. Brand insistence
- D. Brand equity

Answer : (D)

Brand equity

78. _____ goods are purchased without any planning or search effort.

- A. Staple
- B. Implus
- C. Emergency
- D. None of these

Answer : (B)

Implus

79. Setting price on the basis of the total cost per unit is known as _____

- A. Cost Based Pricing
- B. Demand Based Pricing
- C. Competition Based Pricing



D. Value Based Pricing

Answer : (A)
Cost Based Pricing

80. Which of the following is a method of Competition Based Pricing

- A. Going Rate Pricing
- B. Sealed Bid Pricing
- C. Customary Pricing
- D. All of these

Answer : (D)
All of these

81. Which of the following is not a method of cost based pricing

- A. Cost Plus Pricing
- B. Marginal Cost Pricing
- C. Differential Pricing
- D. Target Pricing

Answer : (C)
Differential Pricing

82. Where sellers combine several products in the same package is known as _____

- A. Psychological Pricing
- B. Captive Product Pricing
- C. Product Bundle Pricing
- D. Promotional Pricing

Answer : (D)
Promotional Pricing

83. When there is a large potential market for a product, the firm will adopt.

- A. Skimming price policy
- B. Penetration price policy

- C. Premium price policy
- D. None of these

Answer : (C)
Premium price policy

84. Transport system creates _____ utility.

- A. Place utility
- B. Time utility
- C. Customer utility
- D. All of these

Answer : (B)
Time utility

85. _____ is called shopping by post

- A. Self service
- B. Mail order Business
- C. Retail chain
- D. None of these

Answer : (B)
Mail order Business

86. The word channel is derived from the French word,

- A. Cann
- B. Chaan
- C. Canal
- D. None of these

Answer : (C)
Canal

87. _____ are those who obtain title to goods with a view to selling them at profit

- A. Merchant middlemen

- B. Agent middle men
- C. Facilitators
- D. All of these

Answer : (A)
Merchant middlemen

88. Which company is the pioneer in the direct marketing ?

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

Answer : (D)
Eureka Forbs

89. _____ channel is one in which two or companies join together to exploit a marketing opportunity either by themselves or by creating an independent unit

- A. Horizontal channel
- B. Vertical channel
- C. Cross channel
- D. None of these

Answer : (A)
Horizontal channel

90. The retailer sells goods in _____

- A. Huge quantity
- B. Small quantity
- C. Not sufficient
- D. None of these

Answer : (B)
Small quantity

91. _____ retailers open their shops on fixed days or dates in a specified area.

- A. Hawkers
- B. Kiosks
- C. Market traders
- D. None of these

Answer : (C)
None of these

92. Advocacy advertising is also called

- A. Support advertising
- B. Rapport advertising
- C. Cause advertising
- D. None of these

Answer : (C)
Cause advertising

93. _____ is not a post test to evaluate advertising effectiveness

- A. Real Test
- B. Opinion research
- C. Association test
- D. Portfolio test

Answer : (D)
Portfolio test

94. _____ is not a sales force promotion scheme.

- A. Bonus to sales force
- B. Slotting allowance
- C. Sales force contests
- D. None of these

Answer : (B)

Slotting allowance

95. Which of the following is not a sales promotion tool

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

Answer : (C)
Advertisement

96. _____ is not a feature of advertising

- A. It helps in stimulating sales
- B. It may be oral or written
- C. It reduces sales
- D. None

Answer : (C)
It reduces sales

97. Many companies are now turning their attention to _____ markets.

- A. Urban
- B. Rural
- C. world
- D. none of these

Answer : (B)
Rural

98. Markets located in the heart of the region specializing in few crops like banana, onions etc are called _____

- A. Regular periodic market
- B. Seasonal market
- C. Daily market
- D. Rural market

Answer : (B)
Seasonal market

99. Goods are sold in small packets in _____ markets.

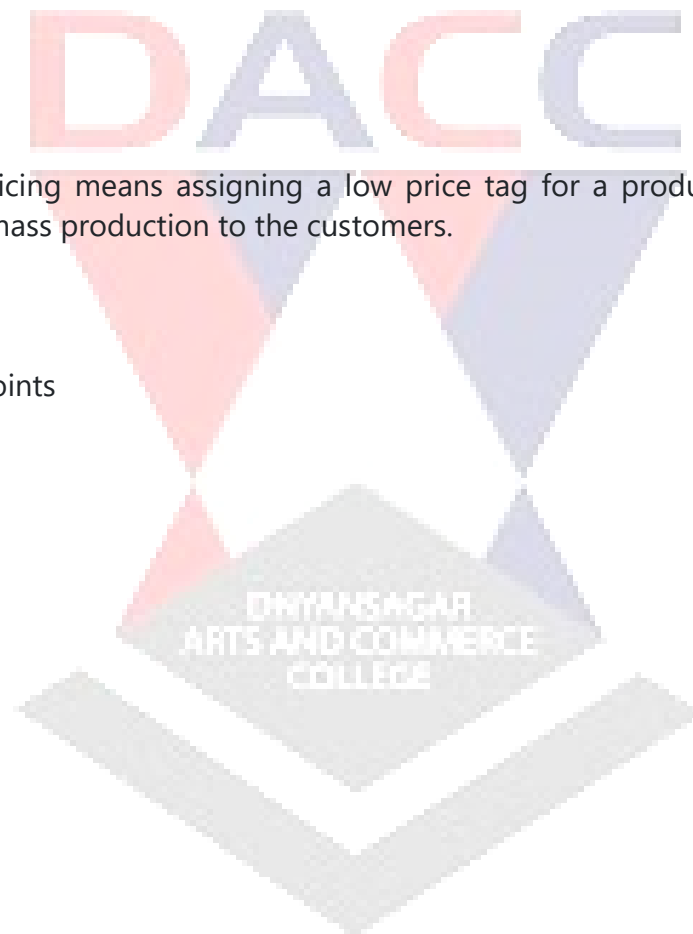
- A. Urban
- B. Rural
- C. World
- D. none of these

Answer : (B)
Rural

100. _____ pricing means assigning a low price tag for a product and providing the benefits of low-cost mass production to the customers.

- A. Cost plus
- B. value
- C. power price points
- D. penetration

Answer : (B)
value



Unit 5 : Marketing Research

101. _____ distribution system can be used to penetrate the rural market.

- A. Satellite
- B. selective
- C. exclusive
- D. intensive

Answer : (A)
Satellite

102. Which of the following is not a characteristic of service marketing?

- A. Intangibility
- B. separability
- C. heterogeneity
- D. perishability

Answer : (B)
separability

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

- A. Demarketing
- B. meta marketing
- C. mass marketing
- D. mega marketing

Answer : (C)
mass marketing

104. _____ Is a strategy of entering into an unreceptive or blocked country and practices marketing by using economic, psychological, political and public relation skills etc in that country.

- A. De marketing

- B. meta marketing
- C. mass marketing
- D. mega marketing

Answer : (D)
mega marketing

105. Under _____ marketing every customer is treated as unique.

- A. Word of mouth
- B. viral
- C. guerilla
- D. one-on-one

Answer : (D)
one-on-one

106. A product with the _____ is a green product.

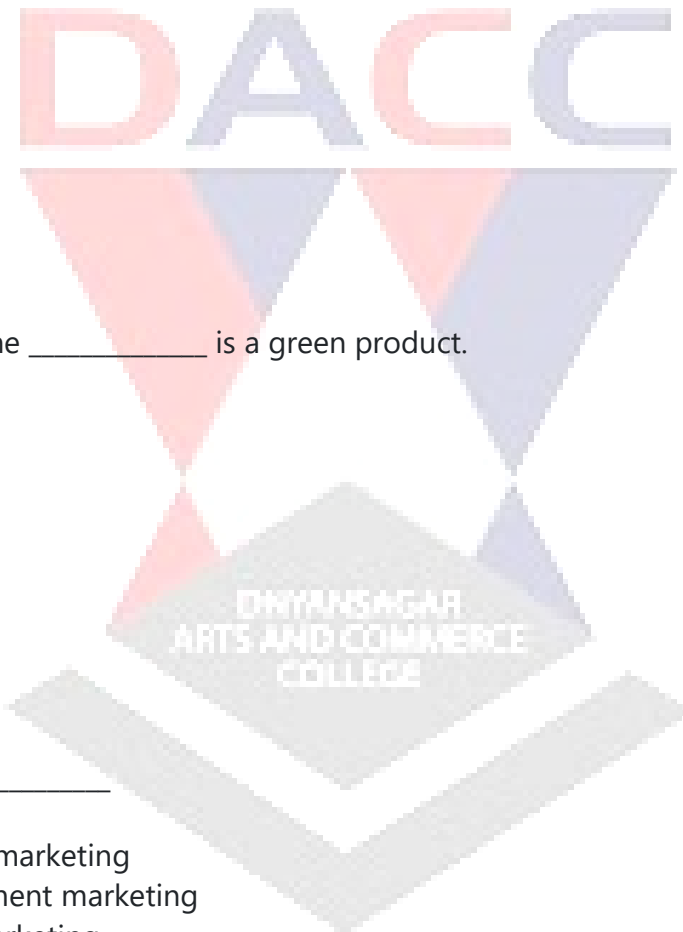
- A. Ecomark
- B. Agmark
- C. ISI Mark
- D. none of these

Answer : (A)
Ecomark

107. SEM means _____

- A. Search engine marketing
- B. Social environment marketing
- C. save energy marketing
- D. none of these

Answer : (A)
Search engine marketing



108. _____ is a low cost communication tool that can be easily tested, refined and rolled'out.

- A. Opt- in- e-mail
- B. i- TV
- C. i- radio
- D. i-kiosks

Answer : (A)
Opt- in- e-mail

109. _____ is online identity theft.

- A. Eavesdropping
- B. Phishing
- C. Spoofing
- D. None of these

Answer : (B)
Phishing

110. A digital analog of various forms of payment backed by a bank or financial institution is _____

- A. ETB
- B. EFT
- C. E-cash
- D. E-money

Answer : (A)
ETB

111. A competitor or an unhappy customer can alter a website so that it refuses services to potential clients. This is known as _____

- A. Unauthorized action
- B. Unauthorized disclosure
- C. Eavesdropping
- D. Phishing

Answer : (A)

Unauthorized action

112. _____ is a security protocol based on digital certificates.

- A. Digital signature
- B. Secure sockets layer protocol
- C. Secure electronic transactions
- D. None of these

Answer : (C)

Secure electronic transactions

113. Which of the following is not included in the function of physical supply?

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

Answer : (A)

Standardization

114. _____ simply refers to product planning.

- A. Merchandising
- B. Assembling
- C. R & D
- D. None o f these

Answer : (A)

Merchandising

115. Market in which gold and silver are sold

- A. Commodity market
- B. Produce market
- C. Bullion market



D. None of these

Answer : (C)
Bullion market

116. Marketing is applicable in _____

- A. Goods
- B. Events
- C. Property
- D. All of these

Answer : (D)
All of these

117. Consumers show _____ while buying their products on regular basis

- A. Dissonance Reduction Buying Behaviour
- B. Variety Seeking Buying Behaviour
- C. Complex Buying Behaviour
- D. Habitual Buying Behaviour

Answer : (D)
Habitual Buying Behaviour

118. The essential criteria for effective segmentation is

- A. Homogeneity
- B. Measurability
- C. Profitability
- D. All of these

Answer : (D)
All of these

119. Which of the following is not an element of demographic segmentation

- A. Family size
- B. Population density

- C. Income
- D. Religion

Answer : (C)
Religion

120. Which of the following are the elements of product positioning

- A. The Product
- B. The Company
- C. The Consumer
- D. All of these

Answer : (D)
All of these

121. Products seen as having extension potential into other markets

- A. Local Products
- B. Multinational Products
- C. International Products
- D. Global Products

Answer : (D)
Global Products

122. Which of the following is not a limitation of branding

- A. It is expensive
- B. It reduces selling efforts
- C. It promotes unfair competition
- D. It leads to brand monopoly

Answer : (b)
It reduces selling efforts

123. Trading down is a method of product line modification by.

- A. Product line expansion



- B. Product line contraction
- C. Quality variation
- D. None of these

Answer : (c)
Quality variation

124. _____ influence product line decisions.

- A. Customer preference.
- B. Change in demand
- C. Product sepecialisation
- D. All of these.

Answer : (d)
All of these.

125. Setting price on the basis of the competition for the product is known as _____.

- A. Cost Based Pricing
- B. Demand Based Pricing
- C. Competition Based Pricing
- D. Value Based Pricing

Answer : (c)
Competition Based Pricing

Unit 6 : Distribution Management

126. When a firm sets a very low price for one or more of its products with the intention of driving its competitors out of business.

- A. Predatory Pricing
- B. Economy Pricing
- C. Psychological Pricing
- D. Penetration Pricing

Answer : (c)
Psychological Pricing

127. _____ marketing uses telecommunication devices to reach prospective customers

- A. Direct marketing
- B. Telemarketing
- C. Catalogue marketing
- D. All of these

Answer : (B)
Telemarketing

128. _____ is a system of selling goods directly to customers through a network of self employed people

- A. Multilevel marketing
- B. Whole sale marketing
- C. Vertical marketing
- D. None of these

Answer : (A)
Multilevel marketing

129. Sorting and grading of goods is considered as the function of

- A. Wholesalers



- B. Retailers
- C. Managers
- D. None of these

Answer : (B)
Retailers

130. _____ is a system of branch shops operated under a centralized management and dealing in similar lines of goods.

- A. Super market
- B. Multiple shops
- C. Self service store
- D. None of these

Answer : (B)
Multiple shops

131. _____ is a retailer who has fixed place of business in a locality but goes on changing his place to exploit the market opportunities.

- A. Cheap-jacks
- B. Hawkers
- C. Market traders
- D. None of these

Answer : (A)
Cheap-jacks

132. If the product passes through a longer channel of distribution, the marketer will have to give importance to

- A. Advertising
- B. Personal selling
- C. Direct selling
- D. None of these

Answer : (A)

Advertising

133. Yellow revolution refers to

- A. Aquaculture
- B. milk
- C. poultry
- D. none of these

Answer : (C)
poultry

134. When the advertisement is to create an image or reputation of the firm, it is a case of

- A. Product advertisement
- B. Institutional advertisement
- C. Reminder advertising
- D. None

Answer : (B)
Institutional advertisement

135. _____ refers to duplicating the brand image of one product of promote another product of the same brand.

- A. Surrogate advertising
- B. Shortage advertising
- C. Advocacy advertising
- D. None of these

Answer : (A)
Surrogate advertising

136. USP stands for

- A. Universal Service Provider
- B. Upper Service position



- C. Unique Selling Proposition
- D. None Of these

Answer : (C)
Unique Selling Proposition

137. _____ type of advertisement is used when the product enters into growth stage of PLC

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

Answer : (A)
Selective advertising

138. In marketing, MRP stands for

- A. Managing public relation
- B. Marketing public relation
- C. Monitoring public relation
- D. none of these

Answer : (B)
Marketing public relation

139. Markets popularly known as haats and shandies are _____ markets.

- A. Rural
- B. Urban
- C. National
- D. none of these

Answer : (A)
Rural

140. Marketing research is a part of _____ stage of rural marketing strategy.

- A. Planning
- B. execution
- C. feedback
- D. none of these

Answer : (A)
Planning

141. Introducing a product at low price and increasing the price once the brand succeeds is known as _____ Pricing.

- A. Penetration
- B. skimming
- C. going rate
- D. none of these

Answer : (A)
Penetration

142. _____ was first used by Eugene J Kelly.

- A. Demarketing
- B. meta marketing
- C. mass marketing
- D. mega marketing

Answer : (B)
meta marketing

143. In Japan _____ .marketing is known as 'Kuchikomi'.

- A. Word of mouth
- B. viral
- C. guerilla
- D. morph

Answer : (A)
Word of mouth

144. Marketing to babies in the womb is _____ marketing.

- A. Galimatias
- B. viral
- C. guerilla
- D. morph

Answer : (A)
Galimatias

145. Buying and selling over the internet is known as _____

- A. E-marketing
- B. E-business
- C. E-commerce
- D. none of these

Answer : (C)
E-commerce

146. A financial instrument which can be used more than once to borrow money or buy goods and services on credit is _____

- A. debit card
- B. credit card
- C. smart card
- D. none of these

Answer : (B)
credit card

147. A security tool to verify the authenticity of the message and claimed identity of the sender and to verify the message integrity is

- A. encryption
- B. firewalls
- C. digital certificates
- D. digital signature

Answer : (D)
digital signature

148. The private content of a transaction, if unprotected can be intercepted when it goes through the route over the internet is called _____

- A. Spoofing
- B. Unauthorized disclosure
- C. Eavesdropping
- D. Phishing

Answer : (C)
Eavesdropping

149. The concept of marketing mix was developed by

- A. Philip Kotler
- B. Stapleton
- C. N.H Borden
- D. Albert W Emery

Answer : (C)
N.H Borden

150. Market where there is no physical delivery of goods

- A. Future market
- B. Spot market
- C. Perfect market
- D. None of these

Answer : (A)
Future market

Unit 7 : Target Marketing

151. Market where demand for goods is greater than supply.

- A. Buyers market
- B. Sellers market
- C. Retail market
- D. Wholesale market

Answer : (B)
Sellers market

152. Marketing Environment is

- A. Largely uncontrollable
- B. Changing fast
- C. Influencing marketing decisions
- D. All of these

Answer : (D)
All of these

153. Social class is an element of _____ factor

- A. Social
- B. Cultural
- C. Personal
- D. Economic

Answer : (B)
Cultural

154. Civil engineers designing flats, villas, bridges etc. are an example of.

- A. Undifferentiated Marketing

- B. Differentiated Marketing
- C. Concentrated Marketing
- D. Customised or Personalised Marketing

Answer : (D)

Customised or Personalised Marketing

155. Positioning by emphasising the special attributes and benefits of the product is known as

- A. Positioning by Product Attributes and Benefits
- B. Positioning by Brand Endorsement
- C. Positioning by use, Occasion and Time
- D. Positioning by Corporate Identity

Answer : (A)

Positioning by Product Attributes and Benefits

156. Products designed to meet global segments

- A. Local Products
- B. Multinational Products
- C. International Products
- D. Global Products

Answer : (D)

Global Products

157. Which of the following is not a component of brand equity.

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

Answer : (D)

Brand cohorts

158. American expression for fast moving consumer goods is _____ goods.

- A. Brown
- B. White
- C. Red
- D. Orange

Answer : (C)

Red

159. After sales service is part of.

- A. Core product
- B. Augmented product
- C. Tangible product
- D. None of these

Answer : (B)

Augmented product

160. Which of the following is not a factor influencing pricing policy

- A. Cost
- B. Competitors
- C. Business objectives
- D. None of these

Answer : (D)

None of these

161. Departmental store is an example of

- A. Second hand goods seller
- B. Large scale retailer
- C. Multiple shop
- D. None of these

Answer : (B)

Large scale retailer

162. _____ means the set of marketing intermediaries through which the goods flow from the producer to consumer.

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

Answer : (A)

Channel of distribution

16. The three major types of non store retailing are direct selling, direct marketing and _____

- A. Automatic vending
- B. Self service store
- C. Retail chain
- D. None of these

Answer : (A)

Automatic vending

164. If marketing is done through information and ordering machine placed in stores, it is known as

- A. Kiosk marketing
- B. Television marketing
- C. Tele marketing
- D. All of these

Answer : (A)

Kiosk marketing

165. _____ is not a commercial advertising

- A. Consumer ad
- B. Industrial ad

- C. Trade ad
- D. Shortage ad

Answer : (D)
Shortage ad

166. In _____ appeals are emotional

- A. Consumer promotion
- B. Advertising
- C. Dealer Promotion
- D. All of these

Answer : (B)
Advertising

167. Which of the following is not a main objective of personal selling ?

- A. generate sales
- B. build awareness and appreciation for the product
- C. create personal contact
- D. none of these

Answer : (D)
none of these

168. White revolution refers to

- A. Aquaculture
- B. Milk
- C. poultry
- D. none of these

Answer : (B)
Milk

169. Which of the following is not a services?

- A. Hospital



- B. banking
- C. insurance
- D. none of these

Answer : (D)
none of these

170. Which of the following is not an element of Social marketing mix?

- A. Product
- B. Price
- C. Distribution
- D. People

Answer : (D)
People

171. Word of mouth marketing through electronic channels like email, internet etc is known as _____.

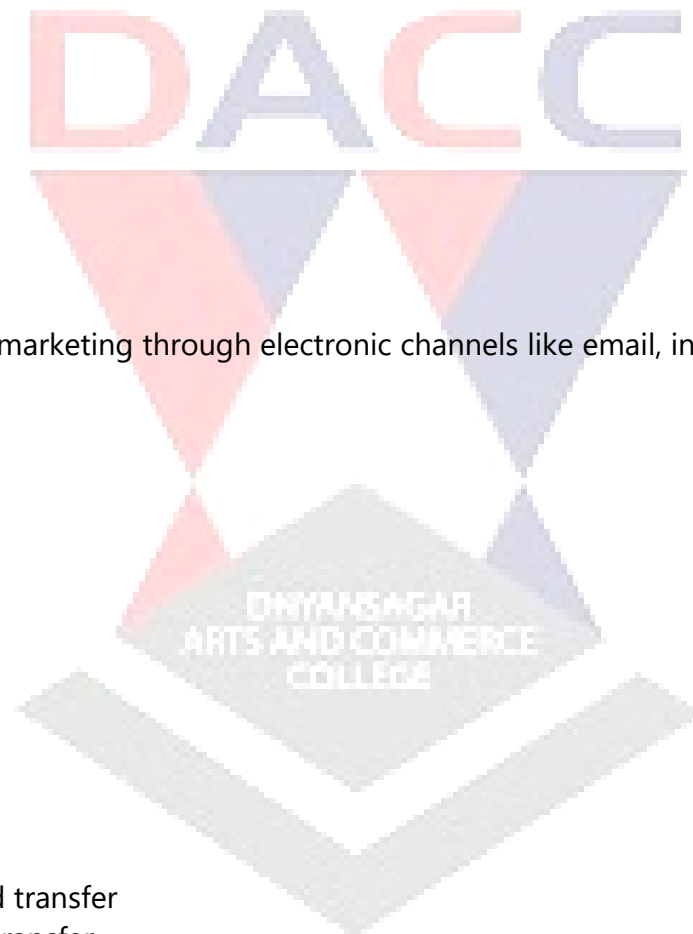
- A. Internet
- B. digital
- C. email
- D. viral

Answer : (D)
viral

172. EFT means

- A. Electronic fund transfer
- B. Efficient fund transfer
- C. Eligible fund transfer
- D. None of these

Answer : (A)
Electronic fund transfer



173. The concentration of all marketing efforts on one selected segment within the total market.

- A. Undifferentiated Marketing
- B. Differentiated Marketing
- C. Concentrated Marketing
- D. Customised or Personalised Marketing

Answer : (C)

Concentrated Marketing

174. An organisation directs its marketing efforts at two or more segments by developing a marketing mix for each segment.

- A. Total market approach
- B. Concentration approach
- C. Multi-segment approach
- D. None of these

Answer : (C)

Multi-segment approach

175. Anything that has the ability to satisfy a consumer need is known as _____

- A. Price
- B. Package
- C. Product
- D. Promotion

Answer : (A)

Price

Unit 8 : Marketing Control

176. Brands owned and developed by producers are known as

- A. Manufacturer brands
- B. Individual brands
- C. Family brands
- D. Dealer

Answer : (A)
Manufacturer brands

177. Which is not a level of brand loyalty.

- A. Brand preference
- B. Brand recognition
- C. Brand insistence
- D. Brand equity

Answer : (D)
Brand equity

178. _____ goods are purchased without any planning or search effort.

- A. Staple
- B. Impulse
- C. Emergency
- D. None of these

Answer : (B)
Impulse

179. Setting price on the basis of the total cost per unit is known as _____



- A. Cost Based Pricing
- B. Demand Based Pricing
- C. Competition Based Pricing
- D. Value Based Pricing

Answer : (A)
Cost Based Pricing

180. Which of the following is a method of Competition Based Pricing

- A. Going Rate Pricing
- B. Sealed Bid Pricing
- C. Customary Pricing
- D. All of these

Answer : (D)
All of these

181. Which of the following is not a method of cost based pricing

- A. Cost Plus Pricing
- B. Marginal Cost Pricing
- C. Differential Pricing
- D. Target Pricing

Answer : (C)
Differential Pricing

182. Where sellers combine several products in the same package is known as _____

- A. Psychological Pricing
- B. Captive Product Pricing
- C. Product Bundle Pricing
- D. Promotional Pricing

Answer : (D)
Promotional Pricing

183. The five product levels constitute a _____. At each level more customer value is added.

- A. customer-augmented product
- B. customer consumption system
- C. customer value-hierarchy
- D. customer-perceived value
- E. customer hierarchy

Answer : (C)
customer value-hierarchy

184. In maturity stage of product life cycle, cost per customer is:

- A. High
- B. Average
- C. Low
- D. Moderate

Answer : (C)
Low

185. If consumers do not demonstrate different responses to different brands within a product category, then the products are essentially commodities or generic versions and competition will probably be based on _____.

- A. emotional attachment
- B. brand awareness
- C. advertising expenditure
- D. price
- E. prestige

Answer : (D)
price

186. A carton of orange juice has no brand name on the package, only the name of the product 'orange juice'. This is an example of:

- A. a manufacturer's brand

- B. an own label brand
- C. a no-frills brand
- D. a generic brand

Answer : (D)
a generic brand

187. Pricing cues such as sale signs and prices that end in 9 become more influential when _____.

- A. consumer price knowledge is poor
- B. items are purchased frequently
- C. items have been on the market a long time
- D. prices are consistent year-round
- E. they are employed frequently

Answer : (A)
consumer price knowledge is poor

188. If demand hardly changes with a small change in price, we say that the demand is _____.

- A. equal
- B. marginal
- C. inelastic
- D. elastic
- E. none of the above

Answer : (C)
inelastic

189. The best strategy used for snack foods, soft drinks, candies and gum is

- A. Exclusive distribution
- B. Selective distribution
- C. Intensive distribution
- D. None of the above



Answer : (C)

Intensive distribution

190. The challenge for marketers in building a strong brand is _____.

- A. ensuring that customers have the right type of experiences with products and their marketing programs to create the desired brand knowledge
- B. pricing the product at a point that maximizes sales volumes
- C. minimizing the number of people to whom the product is targeted in order to provide consumers with a personalized experience
- D. retain as many customers as possible in order to minimize the costs and pressure associated with continually generating new leads
- E. maximizing customer value

Answer : (A)

ensuring that customers have the right type of experiences with products and their marketing programs to create the desired brand knowledge

191. _____ is a way of capitalizing on the recognition, goodwill, and any positive associations of an established brand, and using the name to lever the brand into a new market.

- A. Brand Repositioning
- B. Brand Stretching
- C. Brand Extension
- D. Brand equity

Answer : (C)

Brand Extension

192. Executives often complain that pricing is a big headach Common mistakes include: price is not revised often enough to capitalize on market changes; price is set _____ of the rest of the marketing mix rather than an intrinsic element of a market-positioning strategy.

- A. divergently
- B. too high
- C. intrinsically
- D. independently
- E. concurrently

Answer : (D)
independently

193. The three major considerations in price setting are: costs set the floor price; _____; and customers' assessment of unique features establishes the price ceiling.

- A. competitors' prices and the price of substitutes provide an orientation point
- B. competitors' prices establishes a "target price" goal
- C. the price of substitutes establishes a "target price"
- D. the price of competitors and substitutes does not enter into the pricing considerations.
- E. none of the above

Answer : (A)
competitors' prices and the price of substitutes provide an orientation point

194. What channel structure is it where the product goes directly from the producer to the final customer?

- A. Direct
- B. Indirect
- C. Hybrid
- D. None of the above

Answer : (A)
Direct

195. 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

Answer : (D)
Vertical marketing system

196. Super Product Developers Pvt. Ltd has just brainstormed a large number of ideas for adding new products and services after visiting several buying fairs. The owners will begin the first idea-reducing stage, called _____, to arrive at a realistic number to adopt.

- A. Idea screening
- B. Idea dissemination
- C. Concept development
- D. Idea generation

Answer : (A)
Idea screening

197. Which of the following is not associated with brand equity?

- A. Brand value
- B. Brand heritage
- C. Brand strength
- D. Brand description

Answer : (B)
Brand heritage

198. This level of rebranding refers to the renaming of a whole corporate entity, often signifying a major strategic change or repositioning. This is known as:

- A. corporate rebranding.
- B. SBU rebranding.
- C. product rebranding.
- D. international rebranding.

Answer : (A)
corporate rebranding.

199. The decline in the average cost of production with accumulated production experience is called the _____.

- A. demand curve
- B. cost curve
- C. learning curve
- D. cost target
- E. indifference band

Answer : (C)
learning curve

200. When suppliers, distributors, and customers partner with each other to improve the performance of the entire system, they are participating in a _____.

- A. Channel of distribution
- B. Supply and demand chain
- C. Value delivery network
- D. Demand chain
- E. Supply chain

Answer : (C)
Value delivery network

