

## Marketing Management

**1. Which of the following statements is correct?**

- A. Marketing is the term used to refer only to the sales function within a firm
- B. Marketing managers usually don't get involved in production or distribution decisions
- C. Marketing is an activity that considers only the needs of the organization, not the needs of society as a whole
- D. 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

View answer

Correct answer: (D)

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

**2. Which of the following is NOT an element of the marketing mix?**

- A. Distribution
- B. Product
- C. Target market
- D. Pricing

View answer

Correct answer: (C)

Target market

**3. Marketing decision makers in a firm must constantly monitor competitors' activities-their products, prices, distribution, and promotional efforts-because**

- A. The competitors may be violating the law and can be reported to the authorities
- B. The actions of competitors may threaten the monopoly position of the firm in its industry
- C. The actions of competitors may create an oligopoly within an industry
- D. 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

View answer

Correct answer: (D)

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

4. Political campaigns are generally examples of---

- A. Cause marketing
- B. Organization marketing
- C. Event marketing
- D. Person marketing

View answer

Correct answer: (D)

Person marketing

5. \_\_\_\_\_ is the collection and interpretation of information about forces, events, and relationships that may affect the organization.

- A. Environmental scanning
- B. Stakeholder analysis
- C. Market sampling
- D. Opportunity analysis

View answer

Correct answer: (A)

Environmental scanning

6. 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

View answer

Correct answer: (A)

Use of an undifferentiated one-size-fits-all marketing strategy

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

View answer

Correct answer: (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

View answer

Correct answer: (A)

Niche

**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

View answer

Correct answer: (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

View answer

Correct answer: (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

View answer

Correct answer: (C)

Integrated marketing communications

**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

View answer

Correct answer: (A)

Product 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

View answer

Correct answer: (C)

A philosophy that stresses customer value and satisfaction

**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

View answer

Correct answer: (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

View answer

Correct answer: (A)

Discretionary 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

View answer

Correct answer: (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

View answer

Correct answer: (B)

Marketing

**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

View answer

Correct answer: (B)

More likely to buy new products before their friends do and voice their opinions about them

**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

View answer

Correct answer: (A)

The writing of the mission statement

**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

View answer

Correct answer: (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

View answer

Correct answer: (A)

Production

**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

View answer

Correct answer: (C)

New products for new 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

View answer

Correct answer: (B)

Both creativity and 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

View answer

Correct answer: (A)

Motive development

**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.

View answer

Correct answer: (D)

Vertical marketing system.

**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

View answer

Correct answer: (A)

The market share/market growth (BCG) matrix

**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

View answer

Correct answer: (C)

New products for new 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

View answer

Correct answer: (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

View answer

Correct answer: (C)

Brand extension

**30.** The stage in 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.

View answer



Correct answer: (B)  
Introduction stage.

**31.** \_\_\_\_\_ is a critical success factors of products at project level which is indicated by a differentiated product with unique customer benefits.

- A. Solid up front homework
- B. High quality marketing activities
- C. Sharp early product definition
- D. Product superiority

View answer

Correct answer: (D)  
Product superiority

**32.** Which of the following represents the correct sequence of tasks for building a brand (from left to right)?

- A. Developing marketing programs, Leverage of secondary associations, Choosing brand elements
- B. Choosing brand elements, Developing marketing programs, Leverage of secondary associations
- C. Choosing brand elements, Leverage of secondary associations, Developing marketing programs
- D. Leverage of secondary associations, Choosing brand elements, Developing marketing programs

View answer

Correct answer: (B)  
Choosing brand elements, Developing marketing programs, Leverage of secondary associations

**33.** Company A fixes its marketing communication budget by observing the budget set by Company B. This is an example of establishing budget by:

- A. Affordable method
- B. Percentage of sales method
- C. Competitive parity method
- D. Objective and task method

View answer

Correct answer: (C)  
Competitive parity method

**34.** Marketing channel that involves no intermediaries to make their products available to final buyers is classified as

- A. Direct channel
- B. Indirect channel
- C. Static channel
- D. Flexible channel

View answer

Correct answer: (A)

Direct channel

**35.** Typically profit is negative in which stage of the product life cycle?

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

View answer

Correct answer: (C)

Introduction

**36.** The Economic Order Quantity (EOQ) represents the order quantity for which:

- A. Inventory carrying cost per unit is lowest
- B. Order processing cost per unit is lowest
- C. Total inventory and order cost per unit is lowest
- D. None of these

View answer

Correct answer: (C)

Total inventory and order cost per unit is lowest

**37.** Which of the following statement is true regarding break-even point:

- A. The profit at break-even point is 0
- B. Total revenue is more than total cost at break-even point
- C. Total cost is more than total profit at break-even point
- D. None of these

View answer

Correct answer: (A)

The profit at break-even point is 0

**38.** Cost of setting up a warehouse is considered as \_\_\_\_\_ cost and cost of overtime paid to workers is considered as a \_\_\_\_\_ cost.

- A. Fixed, fixed
- B. Variable, fixed
- C. Fixed, variable
- D. Variable, Variable

View answer

Correct answer: (C)

Fixed, variable

**39.** Identify the incorrect statement about multiple channels:

- A. Internet banking is an example of low cost channel that is offered by banks
- B. Customers usually use only one channel for all transactions even if multiple channels are offered
- C. Service sensitive customers prefer the full service channels
- D. Economic considerations should not be the only criteria for deciding what combination of channels to be used

View answer

Correct answer: (B)

Customers usually use only one channel for all transactions even if multiple channels are offered

**40.** Segmentation is the process of:

- A. Dividing the market into homogenous groups
- B. Selecting one group of consumers among several other groups
- C. Creating a unique space in the minds of the target consumer
- D. None of these

View answer

Correct answer: (A)

Dividing the market into homogenous groups

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

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

View answer

Correct answer: (A)

Execution

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

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

View answer

Correct answer: (C)

Distribution.

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

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

View answer

Correct answer: (B)

Sells.

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

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

View answer

Correct answer: (A)

Mass 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.

View answer

Correct answer: (A)

Reference groups

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

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

View answer

Correct answer: (C)

Additional benefits.

**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.

View answer

Correct answer: (C)

Brand loyalty.

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

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

View answer

Correct answer: (B)

Flow of goods.

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

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

View answer

Correct answer: (C)

Supply chain management.

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

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

View answer

Correct answer: (A)

Viral marketing.

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

- A. Fresh products.
- B. Non-usable products
- C. Low quality products.
- D. Renewed use of products.

View answer

Correct answer: (D)

Renewed use of products.

**52.** \_\_\_\_\_ 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.

View answer

Correct answer: (B)

Re-marketing.

**53.** 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.

View answer

Correct answer: (A)

The description of the people and the place in society.

**54.** 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".

View answer

Correct answer: (D)

"We won't have a marketing department, we have a customer department".

**55.** 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.

View answer

Correct answer: (A)

Setting an initially high price which falls as competitors enter the market.

**56.** In selling concept, maximization of profit of the firm is done through \_\_\_\_\_.

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

View answer

Correct answer: (A)

Sales volume.

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

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

View answer

Correct answer: (B)

Patronage.

**58.** 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.

View answer

Correct answer: (C)

Psychographic.

**59.** 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.

View answer

Correct answer: (C)

Viral-marketing.

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

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

View answer

Correct answer: (A)

Standardization.

**61.** Which of the following is not part of demographic segmentation?

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



View answer

Correct answer: (D)

Interest.

**62.** 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.

View answer

Correct answer: (B)

Emotional.

**63.** \_\_\_\_\_ 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.

View answer

Correct answer: (C)

Skimming.

**64.** \_\_\_\_\_ 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.

View answer

Correct answer: (B)

Penetration.

**65.** Super market is also known as \_\_\_\_\_.

- A. Self service store
- B. Hyper market.
- C. co-operative societies.

D. None of these.

View answer

Correct answer: (A)

Self service store

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

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

View answer

Correct answer: (A)

Direct marketing.

**67.** M P R stands for:

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

View answer

Correct answer: (C)

Marketing public relations.

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

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

View answer

Correct answer: (A)

Intangible.

**69.** The term Meta marketing was first used by \_\_\_\_\_.

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

View answer

Correct answer: (A)

Eugene J .Kelly.

**70.** E- marketing is a part of \_\_\_\_\_.

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

View answer

Correct answer: (A)

E-commerce.

**71.** \_\_\_\_\_ advertisement is a small, graphic links placed on a web page.

- A. Banner.
- B. Buttons.
- C. Website.
- D. E-mail.

View answer

Correct answer: (A)

Banner.

**72.** Social marketing is used as an instrument to achieve the goals of \_\_\_\_\_.

- A. Marketer.
- B. Seller.
- C. Society.
- D. None of these.

View answer

Correct answer: (C)

Society.

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

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

View answer

Correct answer: (A)  
Niche.

**74.** these are \_\_\_\_\_ elements of promotion mix.

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

View answer

Correct answer: (B)  
Six.

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

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

View answer

Correct answer: (C)  
Primary.

**76.** \_\_\_\_\_ 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.

View answer

Correct answer: (C)  
Personal selling.

**77.** 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.

View answer

Correct answer: (D)

Trading up.

**78.** \_\_\_\_\_ 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.

View answer

Correct answer: (A)

Brand equity.

**79.** 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.

View answer

Correct answer: (A)

Creative.

**80.** Transportation belongs to \_\_\_\_\_ function of marketing.

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

View answer

Correct answer: (C)

Physical supply

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

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

View answer

Correct answer: (C)

Customer value

**82.** \_\_\_\_\_ is the next stage of market segmentation.

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

View answer

Correct answer: (A)

market targeting

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

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

View answer

Correct answer: (C)

Value.

**84.** Testing before launching a product is known as \_\_\_\_\_.

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

View answer

Correct answer: (A)

Test marketing.

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

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

View answer

Correct answer: (A)

Brand loyalty.

**86.** 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.

View answer

Correct answer: (D)

H M S.

**87.** \_\_\_\_\_ 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.

View answer

Correct answer: (A)

De-marketing.

**88.** 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.

View answer

Correct answer: (A)

Selling.

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

- A. Growth.
- B. Maturity.

- C. Introduction.
- D. Decline.

View answer

Correct answer: (B)

Maturity.

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

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

View answer

Correct answer: (D)

Customer-segment.

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

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

View answer

Correct answer: (B)

Economic.

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

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

View answer

Correct answer: (A)

Marketing decision.

**93.** 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.

View answer

Correct answer: (D)

Co-branding.

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

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

View answer

Correct answer: (C)

five levels.

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

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

View answer

Correct answer: (C)

Marketing.

**96.** 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.

View answer

Correct answer: (B)

Re- marketing.

**97.** \_\_\_\_\_ 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.

View answer

Correct answer: (C)

Positioning.

**98.** The only revenue producing element in the marketing mix is.

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

View answer

Correct answer: (B)

Price.

**99.** \_\_\_\_\_ is the most common method used for pricing.

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

View answer

Correct answer: (A)

cost plus pricing.

**100.** \_\_\_\_\_ 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.

View answer

Correct answer: (A)

Physical distribution.

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

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

View answer

Correct answer: (D)

Retail chains.

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

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

View answer

Correct answer: (A)

Advertisement.

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

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

View answer

Correct answer: (D)

None of these.

**104.** Which of the following is known as market aggregation?

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

View answer

Correct answer: (D)

Mass marketing.

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

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

View answer

Correct answer: (C)  
encryption.

**106.** \_\_\_\_\_ refers to word of mouth through electronic channels.

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

View answer

Correct answer: (D)  
Viral marketing.

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

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

View answer

Correct answer: (A)  
Environment.

**108.** 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.

View answer

Correct answer: (C)  
Service.

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

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

View answer

Correct answer: (B)

Maturity.

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

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

View answer

Correct answer: (B)

Ad copy.

**111.** 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.

View answer

Correct answer: (A)

Physical evidence.

**112.** \_\_\_\_\_ 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.

View answer

Correct answer: (C)

Shopping.

**113.** 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.

View answer

Correct answer: (D)

an organizational function and a set of process for creating, Communicating and delivering, Value to customers and that benefit the organization.

**114.** 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.

View answer

Correct answer: (A)

Standardization.

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

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

View answer

Correct answer: (C)

Demographic.

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

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

View answer

Correct answer: (A)

Consumer behavior

**117.** Industrial product are \_\_\_\_\_ products.

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

View answer

Correct answer: (A)

B2B.

**118.** 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.

View answer

Correct answer: (A)

S C M.

**119.** 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.

View answer

Correct answer: (A)

Selective distribution

**120.** \_\_\_\_\_ 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.

View answer

Correct answer: (B)

Relationship marketing.

**121.** When backed by buying power, wants become \_\_\_\_\_.

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

View answer

Correct answer: (C)

Demands.

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

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

View answer

Correct answer: (C)

Psychographic.

**123.** Modern marketing begins and ends with the \_\_\_\_\_.

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

View answer

Correct answer: (C)

Customers.

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

- A. Buying motive.
- B. Demand.
- C. Price.



D. Quality.

View answer

Correct answer: (A)

Buying motive.

**125.** 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.

View answer

Correct answer: (C)

Suppliers.

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

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

View answer

Correct answer: (B)

Brand awareness.

**127.** 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.

View answer

Correct answer: (B)

Packaging a group of products together.

**128.** \_\_\_\_\_ simply refers to product planning.

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

View answer

Correct answer: (A)

Merchandising

**129.** 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.

View answer

Correct answer: (A)

Rational.

**130.** 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.

View answer

Correct answer: (A)

Differentiated.

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

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

View answer

Correct answer: (B)

Cash discount.

**132.** 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.

View answer

Correct answer: (A)

Administered.

**133.** \_\_\_\_\_ is called shopping by post

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

View answer

Correct answer: (D)

Mail order business.

**134.** Which company is the pioneer in direct marketing.

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

View answer

Correct answer: (B)

Eureka Forbes.

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

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

View answer

Correct answer: (A)

Branding.

**136.** Medical treatment with ayurvedic Massage is an example of:

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

View answer

Correct answer: (C)

Pure service.

**137.** 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.

View answer

Correct answer: (A)

Frequency marketing.

**138.** Which of the following is not an e-marketing tool?

- A. I-Radio.
- B. Mobile phone.
- C. I-Kiosks.
- D. Cinema.

View answer

Correct answer: (D)

Cinema.

**139.** Romance motive is a type of \_\_\_\_\_.

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

View answer

Correct answer: (A)

Emotional.

**140.** \_\_\_\_\_ includes debit cards, credit cards, smart cards etc.

- A. E-branding
- B. E-Cash.
- C. E-mail.

View answer

Correct answer: (B)  
E-Cash.

**141.** \_\_\_\_\_ marketing is based on interactions and dialogues.

- A. De-marketing.
- B. Viral marketing.
- C. E-commerce.
- D. Relationships.

View answer

Correct answer: (D)  
Relationships.

**142.** \_\_\_\_\_ is a paid form of communication by an identified sponsor.

- A. Product.
- B. Service.
- C. Advertisement.
- D. None of these.

View answer

Correct answer: (C)  
Advertisement.

**143.** \_\_\_\_\_ refers to gifts given to dealers or to sales force to push the manufacturers product.

- A. Trade allowances.
- B. Specialty advertising
- C. Dealer contests.
- D. Co-operative advertising.

View answer

Correct answer: (B)  
Specialty advertising

**144.** Premium pricing is also termed as \_\_\_\_\_.

- A. High pricing.
- B. Medium.
- C. Low.
- D. None of these.

View answer

Correct answer: (A)  
High pricing.

**145.** \_\_\_\_\_ means giving a name to the product by which it should become known and familiar among the public.

- A. Branding.
- B. Promotion.
- C. Pricing.
- D. None of these.

View answer

Correct answer: (A)  
Branding.

**146.** Marketing is a process which aims at \_\_\_\_\_.

- A. Satisfaction of customer needs.
- B. Selling products.
- C. Production.
- D. Profit making.

View answer

Correct answer: (A)  
Satisfaction of customer needs.

**147.** Ensuring the availability of the products and services as and when required by the customers is \_\_\_\_\_ utility.

- A. Time.
- B. Place.
- C. Form.
- D. Profession

View answer

Correct answer: (A)  
Time.

**148.** \_\_\_\_\_ is a process of identifying the areas of market that are different from one another.

- A. Marketing.
- B. Segmentation.
- C. Promotion.
- D. Targeting.

View answer

Correct answer: (B)

Segmentation.

**149.** \_\_\_\_\_ is a process of transforming information and experience into knowledge.

- A. Marketing.
- B. Positioning.
- C. Perception.
- D. Learning.

View answer

Correct answer: (D)

Learning.

**150.** The four Ps are characterized as being \_\_\_\_\_.

- A. Product, Positioning, place and price..
- B. Product, Production, price and place
- C. Promotion, place, positioning, production
- D. Product, place, price and promotion.

View answer

Correct answer: (D)

Product, place, price and promotion.

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

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

View answer

Correct answer: (D)

Brand equity.

**152.** 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.

View answer

Correct answer: (C)

Trading up.

**153.** 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.

View answer

Correct answer: (A)

Inbound logistics.

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

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

View answer

Correct answer: (B)

Outbound logistics.

**155.** \_\_\_\_\_ 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.

View answer

Correct answer: (C)

Ostensible de-marketing.

**156.** \_\_\_\_\_ 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.



View answer

Correct answer: (C)

Customer satisfaction.

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

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

View answer

Correct answer: (C)

Target marketing.

**158.** \_\_\_\_\_ 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.

View answer

Correct answer: (A)

Positioning.

**159.** The concept of marketing mix was developed by \_\_\_\_\_.

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

View answer

Correct answer: (A)

N.M. Borden.

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

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

D. Economic.

View answer

Correct answer: (B)

Commercial.

**161.** 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.

View answer

Correct answer: (C)

Customer solution, cost, convenience and communication.

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

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

View answer

Correct answer: (A)

Commitment.

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

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

View answer

Correct answer: (C)

Heightened competition.

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

- A. Rare.
- B. Actual.

- C. Future.
- D. New.

View answer

Correct answer: (B)

Rare.

**165.** Marketing is a \_\_\_\_\_ process.

- A. Goal oriented.
- B. Social.
- C. Exchange.
- D. All of these.

View answer

Correct answer: (D)

All of these.

**166.** \_\_\_\_\_ is the process whereby individuals decide what ,where ,how and from whom to purchase goods and services.

- A. Packaging.
- B. Consumer behavior.
- C. Segmentation.

View answer

Correct answer: (B)

Consumer behavior.

**167.** The word positioning was coined by.

- A. All Ryes and Jack Trout.
- B. Philip otter.
- C. Petra Ducker.
- D. None of them.

View answer

Correct answer: (A)

All Ryes and Jack Trout.

**168.** When a firm sets a very low price for one or more of its products with a view to drive its competitors out of market is known as \_\_\_\_\_.

- A. Customary.
- B. Target pricing.

- C. Predatory pricing.
- D. None of these.

View answer

Correct answer: (C)

Predatory pricing.

**169.** The strategy of using as many outlets as possible is called \_\_\_\_\_.

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

View answer

Correct answer: (C)

Intensive distribution.

**170.** Which of the following is the largest retail enterprise in the world.

- A. K mart.
- B. Wal-Mart.
- C. Shoppers shop.
- D. None of these.

View answer

Correct answer: (B)

Wal-Mart.

**171.** A \_\_\_\_\_ operates multiple retail outlets under common ownership in different cities and towns.

- A. Retail chains.
- B. Destination store.
- C. Shopping malls.
- D. Retail chain.

View answer

Correct answer: (D)

Retail chain.

**172.** Which of the following is not a characteristic of service marketing:

- A. Intangibility.
- B. Reparability.

- C. Heterogeneity.
- D. Perish ability.

View answer

Correct answer: (B)

Reparability.

**173.** Green marketing is a part of \_\_\_\_\_.

- A. Re- marketing.
- B. Event marketing
- C. Social marketing.
- D. Mega marketing.

View answer

Correct answer: (C)

Social marketing.

**174.** \_\_\_\_\_ marketing means serving a small market not served by competitions.

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

View answer

Correct answer: (B)

Niche.

**175.** Internet advertising includes web advertising, \_\_\_\_\_ etc.

- A. Transaction.
- B. Encryption.
- C. E-mail.
- D. None of these.

View answer

Correct answer: (C)

E-mail.

**176.** \_\_\_\_\_ is a process that conceals meaning by changing messages into unintelligible messages.

- A. Encryption.

- B. Firewalls.
- C. Backups.
- D. None of these.

View answer

Correct answer: (A)

Encryption.

**177.** The aim of relationship marketing is \_\_\_\_\_ delight.

- A. Product.
- B. Price.
- C. Customer.
- D. Quality.

View answer

Correct answer: (C)

Customer.

**178.** Maximizing the market share is the objective of company in \_\_\_\_\_ stage of product life cycle.

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

View answer

Correct answer: (A)

Growth.

**179.** \_\_\_\_\_ is called printed salesmanship.

- A. Advertisement.
- B. Personal selling.
- C. Promotion.
- D. none of these.

View answer

Correct answer: (A)

Advertisement.

**180.** When the advertisement is to create an image or reputation of the firm, it is called \_\_\_\_\_ advertising.

- A. Institutional.
- B. Advocacy.
- C. Comparative.

View answer

Correct answer: (A)

Institutional.

**181.** Department stores generally serves \_\_\_\_\_ class.

- A. Poor.
- B. Middle.
- C. Rich.
- D. All of the above.

View answer

Correct answer: (C)

Rich.

**182.** During the \_\_\_\_\_ stage of PLC the sales grow at diminishing rates and project starts declining.

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

View answer

Correct answer: (B)

Maturity.

**183.** Marketing is a \_\_\_\_\_ function transferring goods from producers to consumers.

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

View answer

Correct answer: (D)

Commercial.

**184.** A firm identifies the target market, needs and wants of customers through

- A. Marketing research
- B. Planning.
- C. Concepts.
- D. Segmentation.

View answer

Correct answer: (A)

Marketing research

**185.** \_\_\_\_\_ is the process of identifying specific market segments.

- A. Market targeting
- B. Target marketing.
- C. Positioning.
- D. Marketing.

View answer

Correct answer: (A)

Market targeting

**186.** \_\_\_\_\_ can be produced and marketed as a product.

- A. Information.
- B. Celebrities.
- C. Properties.
- D. Organizations.

View answer

Correct answer: (A)

Information.

**187.** A banking product is an example for \_\_\_\_\_.

- A. Tangible product.
- B. Generic product.
- C. Potential product.
- D. Intangible product.

View answer

Correct answer: (D)

Intangible product.

**188.** The literary meaning of the term product is \_\_\_\_\_.

- A. Lead forward.



- B. Good.
- C. Features.
- D. Good and services.

View answer

Correct answer: (A)

Lead forward.

**189.** A united distribution channel is known as \_\_\_\_\_.

- A. S C M.
- B. V M S.
- C. Conflict.
- D. Intensity.

View answer

Correct answer: (B)

V M S.

**190.** Inside sale is known as \_\_\_\_\_.

- A. Direct marketing.
- B. Tele- marketing.
- C. Social marketing.
- D. Viral marketing.

View answer

Correct answer: (B)

Tele- marketing.

**191.** Tele- marketing is a part of \_\_\_\_\_.

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

View answer

Correct answer: (A)

Direct marketing.

**192.** Direct marketing refers to a communication between the \_\_\_\_\_ and \_\_\_\_\_ directly.

- A. Seller and the buyer.

- B. Firm and suppliers
- C. Society and target market.
- D. price and service.

View answer

Correct answer: (A)

Seller and the buyer.

**193.** Which of the following is central to any definition of marketing.

- A. Making a project.
- B. Making a sale.
- C. Customer relationship
- D. Transactions.

View answer

Correct answer: (C)

Customer relationship

**194.** \_\_\_\_\_ is the process of dividing a potential market into distinct sub-markets of consumers with common needs and characteristics.

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

View answer

Correct answer: (A)

Market segmentation

**195.** An increasingly large number of firms are changing their organizational focus from \_\_\_\_\_ to \_\_\_\_\_.

- A. Product management; Functional management.
- B. Brand management; Customer relationship management.
- C. Global management; Regional management.
- D. Product management; territory management.

View answer

Correct answer: (B)

Brand management; Customer relationship management.

**196.** \_\_\_\_\_ segmentation classifies consumers on the basis of age, gender, income and occupation.

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

View answer

Correct answer: (D)

Demographic.

**197.** Banks are a part of \_\_\_\_\_.

- A. Macro environment.
- B. Micro environment
- C. Ecological
- D. Technological environment.

View answer

Correct answer: (B)

Micro environment

**198.** Television is a type of \_\_\_\_\_ media.

- A. Broad cast.
- B. Print.
- C. Out-door.
- D. Online.

View answer

Correct answer: (A)

Broad cast.

**199.** Marketing evaluation and \_\_\_\_\_ processes are necessary to understand the efficiency and effectiveness of marketing.

- A. Control.
- B. Feedback.
- C. Consumer behavior.
- D. measurement.

View answer

Correct answer: (A)

Control.

**200.** The factors that affect marketing policies, decisions and operations of a business constitute.

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

View answer

Correct answer: (C)

Marketing environment