**UNIT-I-Marketing management – U21CO2A3**

1. \_\_\_\_\_\_\_\_\_\_\_ is the father of Modern Marketing.
2. Abraham Maslow b) Lesser wonder man c)Peter Drucker d) Philip Kotler **Answer:d**
3. The concept of the marketing mix was developed by \_\_\_\_\_\_\_\_\_\_
4. N. H. Borden b) Philip Kotller c) Stanton d) W. Anderson **Answer: a**
5. Marketing is a process which aims at \_\_\_\_\_\_\_\_\_\_\_
6. Production b) Profit making

c) The satisfaction of customer needs d) selling products **Answer: c**

1. Good marketing is not an accident, but a result of careful planning and \_\_\_\_\_\_\_\_\_\_\_\_
2. Execution b) selling c) Strategies d) research **Answer: a**
3. The \_\_\_\_\_\_\_\_\_\_\_ concept hold the consumers and business, if not the consumers will ordinarily not buy enough of the organization’s product.

a)Production b) Selling c) Marketing d) Holistic marketing **Answer: b**

1. \_\_\_\_\_\_\_ are intangible items that have monetary value and satisfy your needs and wants.
2. Goods b) ideas c) Services d) Foundations **Answer: c**
3. The key term in the American marketing Association’s definition of marketing is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Activity b) Sales c) Products d) Value **Answer: d**
5. All people who share similar needs and wants and who have the ability to purchase a given product or service is called a \_\_\_\_\_\_\_\_\_
6. Market b) Kingdom c) Book club d) Asset **Answer: a**
7. Making decision about where to sell the product, how it gets storage for the product is called \_\_\_\_\_\_\_\_\_
8. Selling b) Distribution c) Promotion d) Pricing **Answer: b**
9. What does marketing information management do for a company?
10. Increase guessing b) Push away customers

c) create unsatisfied customers d) predict the future **Answer: d**

1. Which function of marketing gets the products into the customer’s hands?
2. Pricing b) selling c) Channel management d) Promotion **Answer: c**
3. Which function Informs and persuades a customer to buy a product?
4. Selling b) Product service c) Pricing d) None of the above **Answer: d**
5. Which function responds through planned, personalized communication?
6. Promotion b) Product/ Service c) Selling d) None of the above **Answer: c**
7. Companies must offer products that customers \_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_
8. Want/Need b) Like/ dislike c) sell/ buy d) All the above **Answer: a**
9. Promotion function of marketing is important because if\_\_\_\_\_\_\_\_\_.
10. Tells customer’s about products b) Generates demand c) Creates a brand image d) all the above **Answer: d**
11. The pricing function of marketing is best described as \_\_\_\_\_\_\_
12. Maximizing revenue b) Meeting perception

**c) Both maximizing and meeting perception** d) none of the above **Answer:c**

1. Which of the following is not included in the function of physical supply?
2. Standardization b) Storage c) Transport d) Packaging **Answer : a**
3. Risk bearing is a function of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Research b) Exchange c) Physical Supply d) Facilitating **Answer : d**
5. Marketing is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ process.
6. Goal oriented b) Exchange c) Social d) all of these **Answer: d**
7. Marketing is \_\_\_\_\_\_\_\_\_\_\_\_ as there is a constant tension between the formulated side of marketing and the management side.
8. An art b) a science c) both an art and science d) selling **Answer: c**
9. \_\_\_\_\_\_\_\_\_\_\_\_\_ system was initiated at the initial stage of marketing?
10. Sales **b) Barter** c) Exchange d) Purchase **Answer : b**
11. Which of the following is a feature of marketing?
12. Needs and wants b) creating a market offering c) customer value d) all of the above **Answer: d**
13. Marketing helps in increasing the \_\_\_\_\_\_\_\_of people.
14. Income b) Living standard c) Employment opportunity d) All of the above **Answer: d**
15. The purpose of market segmentation is to \_\_\_\_\_\_\_\_\_\_\_\_\_ the changing pattern of customer.
16. Measure b) access c) identify d) usage rate **Answer : a**
17. Which of the following is the concept of modern marketing?
18. Consumer orientation b) Modern marketing begins with the consumer

c) Modern marketing begins before production d) All the above **Answer: d**

1. The term marketing refers to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Advertising and sales promotion

b) a new product needs, ideas, developments, concepts and improvement

c) Sales planning, strategy and implementation

d) A philosophy that stresses customer value and satisfaction **Answer: d**

1. What is Advertising?
2. Publicity b) Sales promotion c) Paid information d) all the above **Answer: d**
3. \_\_\_\_\_ refers to the uniform measurements maintenance and establishment for quality as well as quantity.
4. Market intelligence function b) Standardization function

c) Risk bearing function d) None of these **Answer: B**

1. \_\_\_\_ means the utilization of funds for carrying out different marketing aspects.
2. Financing function b) Standardization function

c) Risk bearing function d) None of these **Answer: a**

1. A \_\_\_\_\_\_ represent a chain of businesses or intermediaries through which the final buyer purchases a good or services
2. Place b) Production c) Distribution channel d) Price **Answer: c**
3. Most producers use \_\_\_\_\_\_\_\_\_\_\_\_ to bring their products to market or end users.
4. Brokers b) Retailers c) Intermediaries d) Distributors **Answer: c**
5. \_\_\_\_\_\_\_\_\_\_\_\_\_ is a distribution system in which the ultimate buyer acquires the title directly from the manufacturer of the product.
6. Direct distribution b) Indirect distribution

c) Exclusive distribution d) Intensive distribution **Answer: a**

1. \_\_\_\_\_\_\_\_\_\_\_\_ is a distribution system that involves territorial protection for authorized dealers
2. Direct distribution b) Indirect distribution

c) Exclusive distribution d) Intensive distribution **Answer: c**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ sells to the customers or consumers.
2. Wholesaler b) Retailer c) Broker d) Drop- Shipper **Answer: b**
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ means actual Possession of goods and services.
4. Virtual distribution b) Exclusive distribution

c) Direct distribution d) Physical distribution **Answer: d**

1. Members of the marketing channel system perform \_\_\_\_\_\_\_\_\_\_ function.
2. Production b) sensing c) negotiation d) Bartering **Answer: c**
3. Which of the following is facilitating function of marketing?
4. Branding b) Selling c) Financing d) Distribution **Answer: c**
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ helps in identifying the product or brand and describe several things about the product
6. Branding b) Labeling c) Packaging d) Supplying **Answer: b**
7. Companies use combination of new technologies like phone, fax, email, internet etc. to provide\_\_\_\_\_\_\_\_\_\_\_\_\_
8. Customer service b) Product service c) Support service d) None of the above **Answer: c**
9. Two established brand names of different companies using the name on the same product is called\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
10. Co-branding b) Brand extension c) Mega branding d) Store branding **Answer: a**
11. Which one of the following is not the elements of marketing mix?
12. Product planning b) Pricing c) Branding d) Marketing research **Answer: d**
13. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ helps in preventing others copying in marketing.
14. Brand b) Label c) Trade mark d) Packaging **Answer: c**
15. The brand image includes two aspects of a brand- one is association and second is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
16. Awareness b) Personality c) Labeling d) packaging **Answer: b**
17. Same brand name but different product is called
18. Line extension b) Line stretching c) brand promotion d) none of these **Answer: a**
19. \_\_\_\_\_\_\_\_\_\_\_\_\_ involves designing and producing the container or wrapper for a product.
20. Labeling b) packaging c) store branding d) Supplying **Answer: b**
21. Fidji, Kodak, Xerox are the examples of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_brand name.
22. Descriptive b) Free standing c) Generic d) Suggestive **Answer: b**
23. Which of the following represents a company effort to identify and categorize group of customers according to common characteristics?
24. Marketing Research b) Positioning c)Targeting d) Market segmentation **Answer: d**
25. \_\_\_\_\_\_\_\_ is the careful and objective study of product design, markets and other activities.
26. Marketing research b)Product planning c)Standardization d) Product pricing

**Answer: a**

1. Which of the following are advantages of standardization?
2. Accurate b) Convenient c) Globally accepted d) All of the above **Answer: d**
3. ------------Classifies the market into segments based upon the attributes such as age, gender, income, occupation, religion and social class.

a) Geographic segmentation b) Demographic Segmentation c) Psychological Segmentation d) Behavioral Segmentation **Answer: b**

1. -------------------- is a marketing concept which divides the complete market setup into similar subsets comprising of consumers with a similar taste, demand and preference.
2. Positioning b) Market segmentation c) Market targeting d) Market differentiation **Answer: b**
3. \_\_\_\_\_\_\_\_\_\_ is related with the division of commodities into distinct groups.
4. Grading b) Pooling c) Storing d) Standardization **Answer: d**
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ divides people into groups based on their personality, lifestyle, social status, activities, interests, opinions and attitudes.
6. Demographic segmentation b) behavioral segmentation

**c) Psychographic segmentation** d) Geographic segmentation **Answer: c**

1. Which of the market segmentation allows marketers to group people based on the location where they live, work or travel?

a) Geographic segmentation b) Demographic Segmentation

c) Psychological Segmentation d) Behavioral Segmentation **Answer: a**

1. Which of the following is a market segmentation groups people on the basis of their behavior while buying?

a) Geographic segmentation b) Demographic Segmentation

c) Psychological Segmentation d) Behavioral Segmentation **Answer: d**

1. The entire process of collection of information analysis and making inferences is termed as \_\_\_\_\_\_\_\_.

a) Grading b)Market-information c)Market analysis d)None of the above **Answer: b**

1. Marketers focus on \_\_\_\_\_\_\_\_\_\_\_ while maximizing market share.  
   a) Higher sales volume b) Lower unit costs

c)Both a and b d) None of the above **Answer:** **c**

1. The companies that targets market very narrowly is called\_\_\_\_\_\_\_\_\_\_\_\_

Mass marketing b) segmented marketing c) Niche marketing d) Micro marketing

**Answer: d**

1. The process of collecting information about customer trends and competitors products is called as\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Product service management b) Distribution

c) Marketing information management d) Sales management  **Answer: c**

1. The\_\_\_\_\_\_\_\_\_\_\_\_\_\_ includes 4 basic marketing strategies.
2. Marketing mix b) Targeting mix c) Product mix d) Sales mix **Answer: a**

**UNIT-II**

1. What is the first stage in the purchase decision process?
2. situation analysis b) information search

c) price comparison d) need or problem recognition **Answer :d**

1. What is the final stage in the purchase decision process?
2. purchase b) post-purchase evaluation c) word of mouth d) price **Answer:d**
3. What are the internal influences on consumer buying behaviour?

a) personality, perception, learning, motivation, attitudes and beliefs

b) budget, brand loyalty, motivation, ethnicity and family

c) family, friends, personality, lifestyle and beliefs

d) learning, education, attitudes, values and brand loyalty **Answer**:**a**

1. Which of the following is not part of the consumer proposition acquisition process?
2. Motive development b) Information gathering

c) Proposition Evaluation d) Perception **Answer: d**

1. Which one of the following is the highest level of Maslow’s hierarchy of needs?
2. Esteem needs b) Self actualization needs c) Social needs d) Safety needs **Answer: b**
3. Which of the following consumer buying behaviours requires the **least** effort?
4. High involvement buying situation b) New buying situation

c) Routine buying d) impulsive buying **Answer: c**

1. The process that creates changes in behaviour is called
2. Selective adaptation b) Learning

c) Involvement manipulation d) attitude adjustment **Answer: b**

1. These can be produced in anticipation of demand and can be stored

a) Products b) Services c) Both a & b d) None of the above **Answer: a**

1. Which P is complex of tangible and intangible attributes, including packaging, colour and services that satisfy needs and wants of people

a. price b. product c. Promotion d. Place **Answer: b**

1. The example of durable goods

a) heterogeneous goods b) Legal goods

c) shampoos and soaps d)machine tools and refrigerators **Answer:d**

1. The type of goods tangible in nature and are normally survived for several uses are called as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. durable goods b) non-durable goods c) services d) Augmented goods **Answer : a**
3. The examples of services are
4. heterogeneous goods b) Legal advisors

c) shampoos and soaps d)machine tools and refrigerators **Answer: b**

1. Which of the following is NOT included in product decisions?

a) Styling b)Brand name c) Warehousing d) Packaging **Answer: c**

1. A registered and legalized brand name or brand mark is known as \_\_\_\_\_\_\_\_\_.

a. Trade mark b. Hall mark c. Copy Right d. None of these **Answer: a**

1. Which of the following is a Shopping Product?

a) T. V. Set b) Raw Material c) Sugar d) Milk **Answer: a**

1. The following of these are used for packaging of wheat

a) Wooden Boxes b) Cardboard Boxes c) Jute Sacks d) Plastic Buckets **Answer: c**

1. Office equipment falls under this category of products

a) Consumer b) Industrial c) Specialty d) Convenience **Answer: b**

1. When diverse products belonging to same category are manufactured by a company but have different brand names are called \_\_\_\_\_\_\_\_\_\_.
2. Store brand b) Family brand c) Individual brand d) Co- brand **Answer: b**
3. \_\_\_\_\_\_\_\_\_\_ is the process of designing or producing container of a product.

a) Branding b) Pricing c) packaging d) None of these **Answer: c**

1. \_\_\_\_\_ is defined as all activities of designing and producing the container for a product.

a) Marketing b) Shipping c) Packaging d) Designing **Answer:c**

1. The \_\_\_\_\_ identifies the product or brand.
2. advertisement b) package c) label d) container **Answer: c**
3. Soap and Shampoo are which kind of products?
4. Specialty Products b) Convenience products

c) Shopping products d)Unsought products **Answer: b**

1. Fire extinguisher is \_\_\_\_\_\_\_\_\_.

a) Specialty Products b) Convenience products

c) Shopping products d) Unsought products **Answer: d**

1. Brands have to keep updating their \_\_\_\_\_\_\_\_\_ overtime vis a vis newer and stronger competitors.

a) Unique Selling Proposition b) Point of Differentiation

c) Consumer research d) Repositioning **Answer: a**

1. The most basic level of a product is called the

a) Core product. b) Basic product. c) Potential product. d) Augmented product **Answer: a**

1. Where does after-sales service fit into the total product offering?

a) Core product. b) Basic product. c) Expected product. d) Potential product **Answer: a**

1. \_\_\_\_\_ product exceeds customer expectations.
2. Core product. b) Basic product. c) Expected product. d) Augmented product
3. **Answer: d**
4. Mary is getting married and she wants everything on the day to be perfect, especially the dress. What kind of product is a wedding dress?

a) Specialty b) convenience c) white goods d) accessory **Answer: a**

1. What is brand equity?
2. the value of the brand b) the brand’s identity

c) the shareholders’ perception of the brand d) relative brand image **Answer: a**

1. \_\_\_\_\_\_\_\_\_\_\_ is the second stage in product life cycle.

a) Introduction b) Maturity c) Growth d) Decline **Answer: c**

1. The product life cycle:

a) Describes the stages a new product idea goes through from beginning to end.

b) Has Six major stages.

c) Applies more to individual brands than to categories or types of products.

d) Shows that sales and profits tend to move together over time. **Answer: a**

1. At what stage of the new- product development process are most new product ideas rejected?
2. Business Analysis b) Commercialisation c) Idea Screening d) Idea generation

**Answer: c**

1. \_\_\_\_\_\_ includes review of sales, profit projections and cost for a new product, to find out whether it satisfies the company objective or not.
2. Product Development b) Business Analysis

c) Marketing Strategy d) Test Marketing **Answer: b**

1. Which of the following statements about the commercialization stage of the new-product development process is FALSE?

a) Channels of distribution need to be filled with goods.

b) Introductory promotion tends to be more costly if the firm is entering a very competitive market.

c) A firm should always roll out the product to the entire target market at one time.

d) All of above **Answer: c**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_is one of the challenges presented by the Product Life Cycle for a product.
2. Product development b) New product development

c) Product testing d) Poor margins **Answer: b**

1. \_\_\_\_\_\_\_\_\_\_\_\_ is the process of finding and fixing the complete identification of any product.

a) Product mixing b) Marketing c) Selling d) Branding **Answer: d**

1. Which of the following statements is not true with regard to the concept of product?

a. It is a bundle of utility. b. It is a source of satisfaction.

c**. It is confined to physical product**. d. All of the above. **Answer: c**

1. Packaging is important not only for protection of the product but also serves as \_\_\_\_\_\_\_\_.
2. Quality product b) Complex graphics c) Promotional tool d) Promotion budget **Answer: c**
3. Which of the following is not the function of packaging?
4. Product protection b) Pricing objectives c) Promotion d) Product identification **Answer: b**
5. After concept testing, a firm would engage in which stage for developing and marketing a new product?

a) Product Launch b) Product development

c) Marketing strategy development d) Test marketing **Answer: c**

1. New product development starts with which one of the following steps of new product development?
2. Product Launch b) Product development c) Idea Generation d) Test marketing **Answer: c**
3. \_\_\_\_\_\_\_\_\_\_\_is the unbranded and undifferentiated product.
4. Core product. b) Basic product. c) Expected product. d) Augmented product **Answer: b**
5. A slip of paper pasted on the package or on the product giving the information about the product is known as \_\_\_\_\_\_\_.
6. Branding b) Marketing c) Labelling d) None of these **Answer: c**
7. \_\_\_\_\_\_\_ are goods that are used for manufacturing the product
8. Capital items b) Materials and parts c) Unsought products d) Impulse Goods **Answer: b**
9. Labelling, packaging are associated with:

a) Price mix b) Product mix c) Place mix d) Promotion mix **Answer: b**

1. \_\_\_\_\_\_\_\_\_is the set of all items and products a particular seller offer for sale

a) Product system b) Product mix c) Product line d) None of the above **Answer: b**

1. A product mix consists of various

a) Product lines b) Product system c) Product family d) None of the above **Answer: a**

1. The \_\_\_\_\_\_\_\_\_\_\_ of a product mix implies to how many different product lines the company carries.
2. Length b) Depth c) Width d) Consistency **Answer: c**
3. The \_\_\_\_\_\_\_of a product mix implies to the total number of items in the product mix.
4. Length b) Depth c)Width d) Consistency **Answer: a**
5. The \_\_\_\_\_\_\_\_ of a product mix implies to how many types of variants are offered of each product in the line.
6. Length b) Depth c) Width d) Consistency **Answer: b**
7. The \_\_\_\_\_\_\_\_\_\_\_ of the product mix implies to how closely associate the several product lines are in distribution channels, production requirements or some other way.

a) Length b) Depth c) Width d) Consistency **Answer: d**

1. The product is a combination of \_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. formal and augmented. b) tangible and intangible.

c) core and augment. d) benefits and satisfaction **Answer: b**

1. Which of the following is not a classification of consumer goods?

a. convenience goods. b. shopping goods.

c. specialty goods. **d. component goods.** **Answer: d**

1. Introduction of product in large scale in the target market is called \_\_\_\_\_\_\_\_\_.
2. Test marketing b) Business analysis

c) Product testing d) Commercialization **Answer: d**

1. The term '\_\_\_\_\_\_\_\_' refers to the number of product lines offered by a firm.
2. secondary b) primary c) breadth d) depth **Answer: c**
3. Which is the first step involved in the new product development?
4. Product Testing b) Product development c) Screening d) Idea generation

**Answer: d**

1. In which of the following stages of product life cycle a company reduces sales promotion to take advantage of heavy consumer demand?
2. Introduction b) Growth c) Maturity d) Decline **Answer: b**
3. From the marketing life cycle perspective, a company’s profits usually peak during the \_\_\_\_\_\_\_ .
4. Startup stage b) growth stage c) Maturity stage d) Harvest stage

**Answer: c**

1. Which of the following costs are not considered in product life cycle management?
2. Design cost b) development costs c) Logistical support costs d) none of the above **Answer: d**
3. What is the main objective of product life cycle analysis from the producer’s perspective?
4. Minimize life cycle externalities b) Maximize life cycle profit

c) Minimize life cycle costs d) cost vs benefit **Answer:d**

**UNIT:III**

1. Which of the following is a characteristic of price?
2. Packaging b) Payment period c) Services d) Brand name **Answer: b**
3. \_\_\_\_\_\_\_\_\_\_is the exchange value of goods and services in terms of money**.**  
   a) Price b) Gift c) Goods d) None of these **Answer: a**
4. While setting the price, marketers \_\_\_\_\_.  
   a) Select the pricing objective b) Estimate demand  
   c) Analysis competitors cost, offers and prices

d) All of the above **Answer: d**

1. The pricing objectives are \_\_\_\_\_\_\_\_ .  
   a) Maximum current profit, market share and market skimming  
   b) Survival c) Product quality leadership  
   d) All of the above **Answer: d**
2. If companies face intense competition and plagued with over-capacity, the pricing objective is \_\_\_\_\_\_\_\_\_\_\_ .  
   a) Survival b) Maximum current profit  
   c) Maximum market share d) None of the above **Answer: a**
3. Two or more complementary products referred together at a single price is known as
4. Bundle pricing b. Transfer pricing c. Full cost Pricing d. Going Rate Pricing **Answer: a**
5. Which among the following is not an internal factor of pricing decision?
6. Price elasticity as per sale of product

b) Consumer’s expectation from company by past pricing

c) Position of product in product life cycle

1. Consumer behavior for given product **Answer: d**
2. \_\_\_\_\_\_\_\_\_\_ is a pricing method based on the customer’s demand and the perceived value of the product
3. Cost based pricing b) Demand based pricing

c) Completion based pricing d) none of the above **Answer: b**

1. In a free market, a product’s price would be set by the forces of --------------
2. Cost b) Government Policy c) Demand & Supply d) None of the above **Answer: c**
3. Companies facing the challenges of setting prices for the first time can choose between two broad strategies; Market-penetration pricing and\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Market competitive pricing b) Market skimming pricing

c) Market level pricing d) Market price lining **Answer: b**

1. Which of the following is a reason that a marketer would choose a penetration pricing strategy?
2. To ensure the company has the ability to increase prices once demand decreases
3. To focus on rapid achievement of profit objectives
4. To appeal to different consumer segments with different levels of price sensitivity
5. To discourage competition from entering the market **Answer: d**
6. A marketer must be familiar with five major product mix pricing situations. Which of the following is not one of them?
7. Product line pricing b) Optional product pricing

c) Captive product pricing d) Unbundled product pricing **Answer: d**

1. \_\_\_\_\_\_\_\_\_\_\_\_ is a practice where the price of a product is calculated by a firm on the basis of its direct cost per unit plus markup to cover.
2. Monopoly pricing b) skimming pricing

c) penetrating pricing d) Full cost pricing **Answer: d**

1. Which is the pricing method that the related entities under common ownership decide upon for the internal exchange of goods or services?
2. Product bundling b) Transfer pricing

c) customary pricing d) penetrating pricing **Answer: b**

1. The pricing strategy used to markdown the prices of the merchandise is \_\_\_\_\_\_.
2. Skimming pricing b) penetrating pricing c) Discount pricing d) Full cost pricing **Answer: c**
3. Which of the following is not a market-based pricing method?

a) Customer value pricing b) psychological price barriers

**c) contribution pricing** d) going-rate pricing **Answer: c**

1. In penetration pricing a business firm seeks to access deeper market penetration by keeping prices\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Higher b) Competitive c) Low d) Flexible **Answer: c**
3. The pricing policy of some public undertakings which are guided by the government is known as
4. Refusal pricing b) Public utility pricing c) Transfer pricing d) Skimming pricing **Answer: b**
5. Pricing strategy of setting a high price when a product is introduced and gradually lowering its price is known as
6. Skimming b. Monopoly pricing c. dumping d. Penetrating **Answer: a**
7. A firm producing highly substitute goods can following which one of the following pricing?
8. Transfer Pricing b. Going rate pricing c. Penetrating pricing d. Full cost method **Answer: b**
9. In Principle, all goods and services are valued at \_\_\_\_\_\_\_\_\_\_\_\_\_ that includes all taxes.

a. Sales Volume b. Consumer Preference c. **Market Price** d.Production Volume **Answer: c**

1. Government announces Fair and Remunerative Prices for which crop?
2. Rubber b. Sugarcane c. Jute d. Coffee  **Answer: b**
3. Market-penetration pricing strategy can be adopted when  
   a) Market is highly price sensitive b) Low price stimulates market growth  
   c) Both a & b d) None of the above **Answer: c**
4. In the process of maximum market skimming,  
   a) Prices start high and slowly decline over time  
   b) Prices start low and gradually increase over time c) Prices remain constant  
   d) All of the above **Answer: a**
5. Market skimming works when  
   a) More number of buyers has a high current demand  
   b) High price reflects the image of a superior product  
   c)Both a & b d) None of the above **Answer: c**
6. Product quality leadership is based on  
   a) High quality and low pricing b) High quality and premium pricing

c) Low quality and premium pricing d) None of the above **Answer: b**

1. The pricing objective of a non-profit hospital is  
   a) Partial cost recovery b) Full cost recovery

c)Maximum market share d) None of the above **Answer: b**

1. Developing a product to sell at a predetermined price is called
2. Value pricing b) Skimming c) Price lining d) Prestige Pricing

**Answer: c**

1. A pricing practice that involves charging a fixed fee plus per unit price for a good or service is referred to as

a) Bundling b) Skimming c) a two-part tariff d) first degree price discrimination **Answer: c**

1. A pricing practice that requires buyers to purchase packages of different goods and does not make the goods available separately is called
2. Value pricing b. Bundling c. Skimming d. two- part tariff **Answer: b**
3. \_\_\_\_\_\_\_\_ considers only the cost of production and distribution.
4. Demand based pricing policy b) Competition based pricing policy

c) Cost based pricing policy d) None of these **Answer: c**

1. Which of the following is also referred to as mark up pricing?
2. Cost price b. Cost plus pricing c. Marginal pricing d. Discount pricing

**Answer: b**

1. Which of the following is most common pricing method?
2. Full cost Pricing b) Marginal cost Pricing

c) Going rate Pricing d) Promotional Pricing **Answer: a**

1. The pricing method which most closely corresponds to the concept of product positioning is
2. Cost plus Pricing b) Going rate pricing

c) Perceived value pricing d) Psychological Pricing **Answer: a**

1. Some products are sold almost at the same price by different marketers is known as \_\_\_\_\_\_.
2. Prestige pricing b) Customary pricing c) Dual pricing d) None of these **Answer: b**
3. The price fixed for a product based on the expectations of the customers is known as \_\_\_\_\_\_\_.
4. Customary pricing b) Penetration Pricing c) Expected Pricing d) Dual pricing **Answer: c**
5. What is the practice of temporarily reducing a price to broaden demand for a product, with the intention of later restricting supply and increasing the price?
6. Predatory pricing **b) Promotional Pricing** c) Penetrating Pricing d) Target Pricing **Answer: b**
7. Which of the following is not a new product pricing strategy?
8. Prestige pricing b) Market skimming pricing

c) yield Management d) Market penetration Pricing  **Answer: c**

1. \_\_\_\_\_\_\_\_\_\_\_\_ is setting a high price when the market is in price sensitive.
2. Skimming pricing b) Prestige pricing

c) Penetration Pricing d) Promotional Pricing **Answer: a**

1. ------------------- combines several products and offers the bundle at a reduced price.
2. Discount Pricing b) Discriminatory pricing

c) Promotional Pricing d) Product-Bundle Pricing **Answer: d**

1. \_\_\_\_\_\_\_\_\_\_\_\_ pricing refers to segmentation of the market and pricing differences based on price elasticity characteristics of these segments.
2. Discounting b) Promotional c) Discriminatory d) Psychological **Answer: c**
3. Which of the following is not an internal factor influencing pricing decisions?
4. Marketing objectives b) Costs c) Competition d) Marketing Mix strategy **Answer: c**
5. Which of the following is not an external factor influencing pricing decisions?
6. Economy b) Costs c) Competition d) Nature of the market and demand **Answer: b**
7. Restaurant charges less to the customers who come early. It is a type of
8. Customer segment pricing b) Time pricing

c) Product form pricing d) Channel pricing **Answer: b)**

1. The airline and hospitality industry uses:
2. Customer segment pricing b) Time Pricing c) yield pricing d) Channel Pricing  **Answer: c**
3. For price discrimination to work
4. The market must be segmentable
5. Members in the low-price division must not be able to undersell in the higher price segment
6. Both a) & b) d) None of the above **Answer: c**
7. When companies often increase their prices by more than the cost surge in expectation of further government price controls or inflation if is known as \_\_\_\_\_\_\_.
8. Delayed quotation pricing b) Anticipatory pricing

c) Planned Pricing d) None of the above **Answer: b**

1. When an organization doesn’t decide a final price until the product is delivered or finished if is known as \_\_\_\_\_\_\_\_\_\_\_.
2. Delayed quotation pricing b) Anticipatory pricing

c) Planned Pricing d) None of the above **Answer: b**

1. When an organization wants the customer to pay today’s price and a part or all any inflation rise that occurs before delivery is termed as \_\_\_\_\_\_\_\_\_.
2. Delayedquotation pricing b) Anticipatory pricing

c) Planned Pricing d) Escalator clause pricing **Answer: d**

1. When an organization maintains its price but separates one or more components that were a part of the previous offer is known as
2. Delayedquotation pricing b) Anticipatory pricing

c) Unbundling pricing d) Escalator clause pricing **Answer: d**

1. When department stores and supermarkets drop the price on well known brands to encourage additional store traffic is also known as
2. Special event pricing b) Psychological discounting

c) Loss-leader pricing d) None of the above **Answer: c**

1. When an organization sells a product at two or more prices that do not show a proportional difference in costs is known as
2. Customer segment pricing b) Price discrimination

c) Product form pricing d) Image pricing **Answer: b**

1. Some firms price the same products at two different levels most commonly seen in cosmetics. It is a type of
2. Customer segment pricing b) Price discrimination

c) Product form pricing **d) Image pricing Answer:d**

1. Cinema theaters charges different prices as per audience preferences. It is known as
2. Customer segment pricing b) Location pricing

c) Product form pricing d) Channel pricing **Answer: b**

1. ----------------- is the practice of setting different prices in different markets for the same product.
2. Customary pricing b) Skimming pricing c) Dual Pricing d) Channel pricing **Answer: c**
3. A psychological pricing strategy involving the last digit of a product or service price ending in 1,3,5,7,9 just under a round number is known as
4. Dual Pricing b) Odd pricing c) Even Pricing d) customary pricing **Answer: b**
5. A price ending in a whole number is called as
6. Odd pricing b) skimming pricing c) Even pricing d) None of the above **Answer: c**
7. Customers are \_\_\_\_\_\_\_\_\_\_\_ price sensitive to items they buy infrequently.
8. Less b) More c) Not d) None of the above **Answer: a**
9. The factor that can result in less price sensitivity is
10. The product is more distinctive b) Less knowledge about substitute

c) Both a) & b) d) None of the above **Answer: c**

1. Full form of FOB pricing is \_\_\_\_\_\_\_\_.
2. Free on Board b) Free on Banking c) Free on Branding d) None of these **Answer: a**

**UNIT 4**

1. Distribution is one of the important elements of marketing mix which create\_\_\_\_\_\_\_utility for the customers.

a. Time b. place c. both a and b d. none of these **Ans:** **c. both a and b**

1. Which of the following is not an appropriate channel of distribution?

a. Producer to customers b. producer to retailer to customer.

c. producer to wholesaler to retailer to customer

d. producer to retailer to wholesaler to customers

**Ans: d . producer to retailer to wholesaler to customers**

1. Which of the following is the component of distribution activity?

a.Physical distribution b. channels of distribution c. both a and b D. none of these

**Ans: c both a & b**

1. When goods move from producer to customer using retailer then it is the instance of…..

a.Direct channel b. one level channel c. two level channel d. three level channel

Ans: **b. one level channel**

1. A friction between channel members may take one of the following types…
2. Horizontal b. vertical c. multi channel **d. all of these**
3. Channel conflict is a\_\_\_\_\_\_\_between channel members.

a.Exchange **b. friction** c. harmony d. affection

1. Marketing channels are required since they facilitate
2. Rivalry between channel members b. Exploitation of sellers

c. Exploitation of buyers **d. Smooth flow of goods from producers to customers**

1. Disagreement between two or more channel members working at same level is termed as
2. **Horizontal level conflict** b. vertical level conflict

c. muti channel level conflict d. organisation level conflict

1. Motivating channel members means taking such actions that foster \_\_\_\_\_\_\_\_\_.
2. Rivalry **b. cooperation** c. friction d. elasticity
3. Which of the following is not an appropriate channel of distribution?
4. Producer to customer b. Producer to retailer to customer

c. Producer to wholesaler to retailer to customer

**d. Producer to retailer to wholesaler to customer**

1. The person who takes the physical possession and title of the goods are known as…..
2. **Middlemen Merchant** b. agent middlemen c. both a and b d. none of these
3. Which of the following is not covered under merchant middlemen?
4. Wholesaler b. retailer  **c. commission agent** d. none of these
5. Which of the following is not an agent middleman?
6. **Buyer** b. broker c. commission agent d. auctioneer
7. Which of the following is not a method of direct distribution?
8. Factory outlet b. telemarketing c. direct mail **d. broker**
9. Middlemen who don’t take the possession of goods but facilitate exchange processs are termed as\_\_\_\_\_\_\_.
10. Merchant middlemen **b. agent middlemen** c. wholesaler d. broker
11. Online marketing is the latest example of \_\_\_\_\_\_\_\_distribution channel.
12. Integrated **b. direct** c. indirect d. modern
13. Marketing channels are required since they facilitate \_\_\_\_\_\_\_\_.
14. Rivalry between channel members
15. Exploitation of sellers
16. Exploitation of buyers
17. **Smooth flow of goods from producer to customers**
18. Distribution activities are also termed as \_\_\_\_\_\_\_activities.
19. **place** b. thing c. region d. friction
20. When a disagreement arise at consequent level of channel then it is termed as \_\_\_\_conflict
21. Horizontal **b. vertical** c. multi channel d. all of these
22. A set of interdependent organizations that help mark a product or service available for use or consumption by the consumer or business user is known as
23. Network channel **b. Marketing channel** c. Operational channel d. Supply channel
24. Distribution or place is fourth element of the marketing mix
25. **True** b. false c. none of these d. all of these
26. Direct channel mean distribution of goods and services directly from \_\_\_\_\_to the customer.
27. Marketer b**. producer** c. administator d. informer
28. Retailer is the person or any organization selling goods to the \_\_\_\_

**A final customer** b buyer c producer d marketer

1. \_\_\_\_\_\_\_\_\_\_ is a distribution system that involves territorial protection for authorised dealers.
2. Direct distribution
3. Indirect distribution
4. **Exclusive distribution**
5. Intensive distribution
6. \_\_\_\_\_\_refers to the friction between two channel member by any reasons
7. **Channel conflict** b. technical nature c. unit value d. perish ability
8. Brokers are those people who bring buyer and seller together for exchange of goods and services.
9. **True** b. false c. none of these d. all of these
10. Large retail stores operating in a particular product line is \_\_\_\_\_\_\_\_\_\_\_.
11. Multiple shops **b. departmental stores** c. mail order business d. consumer co operation
12. The route through which products reach the end users is called\_\_\_\_\_\_
13. **Channel** b. place c. producer d. marketer
14. Wholesaler specialising in a particular product category is called \_\_\_\_\_\_\_\_\_\_\_.
15. **Specialising wholesaler**  b. middlemen c. retailer d. producer
16. Promotional element advertising is \_\_\_\_\_\_\_\_communication
17. **One way** b. two way c. direct d. indirect
18. Which of the following promotional tool is the example of two way communication?
19. Advertising b**. personal selling** c. both a and b d. none of these
20. Which of the following is non paid form of communication?
21. Communication b. informal communication c. advertising **d. publicity**
22. Publicity is considered most reliable form of communication because\_\_\_
23. **It is not paid for** b. it is impersonal c. it is sponsored d. personal selling
24. Which of the following element of promotion mix does not provide control over message?
25. Advertising b. public relation **c. publicity** d. sales promotion
26. Which of the following is not a tool of sales promotion?
27. Sample b. contest c. discount **d. channel**
28. Which of the following is not characteristic of advertising ?
29. Impersonal **b. not paid** c. identified sponsor d. mass communication
30. Which of the following is extension of publicity?
31. Personal selling b. promotion **c. public relation**  d. advertising
32. The sale activity that supplements both personal selling and advertising and coordinates them is termed as\_\_\_\_\_\_\_
33. **Sales promotion** b. publicity c. marketing d. none of these
34. The term handling objection is associated with
35. Advertising b. sales promotion **c. personal selling** d. publicity
36. The term prospect in personal selling is related with \_\_\_\_
37. Manufacturer b. seller **c. customers**  d. middlemen
38. Which of the following elements of marketing communication mix is more flexible in character?
39. **Personal selling** b. advertising c. sales promotion d. public relation
40. The term DAGMAR is associated with
41. **Advertising** b. product c. price d. none of these
42. Which of the following element is most appropriate for promotion of technical goods?
43. **Personal selling** b. publicity c. advertising d. sales promotion
44. The function lobbying is performed by the marketer under the purview of?
45. Publicity **b. public relation** c. personal selling d. sales promotion
46. \_\_\_\_\_\_\_\_is non personal and persuasive communication of the product or service
47. **Advertising** b. selling c. buying d. sales promotion
48. \_\_\_\_\_\_\_\_\_\_ means actual transfer of possession.
49. Virtual distribution b. Exclusive distribution

c. Direct distribution **d. Physical distribution**

1. \_\_\_\_\_\_\_\_\_\_ is the process of making a product available to the end consumer of business.
2. Sales **b. Distribution** c. Exchange d. Barter
3. Advertising is affected by \_\_\_\_\_\_\_\_\_\_forces.
4. Economic b. Social c. Technological **d. All the above**
5. Highest incentives given to top performing dealer is
6. **High margin** b. push money c. merchandise allowance d. awards
7. The term DAGMAR is associated with \_\_\_\_\_\_\_
8. **Advertising** b. Product c. Price d. One of these
9. Dealers are paid a part of the advertisement expenses by a manufacturer by a tool called
10. High margin b. push money **c. merchandise allowance** d. contest
11. Tool used to promote competition among dealer is
12. Prizes b. contest c. awards **d. all the above**
13. Forum for dealers to share their selling experience is
14. Review meeting **b. dealer conference** c. demonstration d. exhibition
15. Which tool visually educates prospects about the features of the goods
16. Sample b. contest **c. demonstration**  d. coupons
17. Which tool is used to encourage dealers to buy more of a particular category of goods
18. Push money b. high margin

**c. free goods of particular category** d. merchandise allowance

1. Which method of selling is adopted to dispose of waste materials
2. **Tender selling** b. auction selling c. selling at doorsteps d. counter selling
3. Which of the following method of sales promotion is generally applied in case of product having technical nature? \_\_\_\_\_\_\_\_\_\_\_
4. **Demonstration** b. Consumer contests c. Coupon d. Premium
5. The term encoding is related with \_\_\_\_\_\_\_.
6. **Sender** b. Receiver c. Customerd. Manufacturer
7. Advertising is \_\_\_\_\_\_\_\_\_ communication
8. **one way** b. two way c. Direct d. indirect
9. Under which method, plantation products and vegetables are sold in bulk?
10. Tender selling b. counter selling c. door to door selling **d. auction selling**

**UNIT 5**

1. In relation to e-business what does the word “e” signify?
2. **Electronic** b. entertainment c. electricity d. essential
3. which of the following is an example of e-commerce?
4. Online retailing b. online ticket booking c. online shopping **d. all of these**
5. Which of the following is form of direct marketing?
6. Telemarketing b. direct mail **c. both a and b** d. none of these
7. Postal mail, email and fax mail are sub part of \_\_\_\_\_\_
8. **Direct mail marketing** b. direct response advertisement

c. telemarketing d. none of these

1. Digital marketing is often referred to as \_\_\_\_\_\_\_\_\_\_.
2. Online marketing b. internet marketing c. web marketing **d. all of the above**
3. Which of the following is a type of digital marketing activity?
4. Email marketing b. social web marketing c. viral marketing **d. all of the above**
5. Which segment do eBay.com, Amazon.com belong to?
6. B2B **b. B2C** c. C2C d. C2B
7. What is not true about digital marketing?
8. Digital marketing is any form of marketing products or service that involves electronic devices.
9. Digital marketing can be done online
10. **Digital marketing cannot be done online**
11. Digital marketing is often referred to as online marketing, internet marketing or web marketing.
12. The customer review of a product on an E-commerce website provides \_\_\_\_\_\_\_\_\_
13. Awareness about the brand **b. Awareness about the product** c. Experience about the product d. None of these
14. Digital marketing includes \_\_\_\_\_\_\_.
15. Voice broadcast b. podcasting c. RSA **d. both a and b**
16. \_\_\_\_\_\_\_ is the process of marketing accomplished or facilitated through the application of electronic devices, appliances, tools, techniques, technologies and/or systems.
17. Direct marketing b. interactive marketing **c. electronic marketing** d. internet marketing
18. Digital marketing has been around us since \_\_\_\_\_\_\_\_\_.
19. 1980 b. 2000 c. 1995 **d. 1990**
20. Digital marketing is becoming very popular due to the \_\_\_\_\_\_\_\_\_\_\_\_.
21. Increase in internet users b. increase in mobile phone users

c. increase in digital content consumption **d. all of the above**

1. Which of the following is a type of digital marketing activity?
2. E-mail marketing b. Social web marketingc. viral marketing **d. All of the above**
3. Which of the following is associated with the digital marketing process?
4. RSA b. Voice Broad Casting c. Pod casting **d. All the above**
5. Online journals where people post their reviews and thoughts on narrow topic are classified as
6. Business domain website b. corporate website **c. blogs** d. marketing website
7. Who is the father of digital marketing?
8. **Philip kotler** b. bruce clay india c. justin hall d. none of the above
9. Which of the following is not a type of digital market activity?
10. E mail marketing **b. Social marketing** c. Specialty products d. Fresh products
11. Telemarketing is the act of selling and promoting goods and services contacting with customers on
12. **Telephone** b. Telegram c. Postal d. Television
13. The solution for all business needs is \_\_\_\_\_\_\_\_\_\_.
14. EDI **b. ERP** c. SCM d. None of the above
15. which of the following is not an offer of major B2B marketers online?
16. Product information b. customer purchasing

c. customer support services **d. open trading networks**

1. \_\_\_\_\_are discussion groups located on commercial online services
2. **Forums** b. buddy lists c. chat-lines d. newsgroups
3. What is google’s paid advertising program called?
4. Google search console b. google analytics **c. google ads** d. google admob
5. In marketing dictionary, SMM stands for
6. Social marketing management b. social management marketing

**c. social media marketing** d. social media manipulation

1. The process of introducing a gaming ambience to increase customer involvement and thereby sale is known as\_\_\_\_\_\_\_\_\_\_.
2. **Gamification** b. games people play c. game theory d. gamesell
3. E-Marketing stand for\_\_\_\_\_\_\_\_\_
4. Electronic marketing b. internet marketing c. online marketing **d. all of the above**
5. Market information means
6. Knowledge of industries b. knowledge of peers

c. knowledge of customer’s tastes **d.all of the above**

1. E-marketing is best seen as
2. **a subset of e-business** b. eqiuvalent to e-business

c. broader than e-business D.None of the above

1. Which of the following is not a type of digital marketing activity?
2. Social marketing b. e-marketing c. internet marketing **d. print marketing**
3. What do you mean by Digital marketing?
4. **Online marketing, web marketing and internet marketing**

b. Anolog marketing c. Shop d. None of the above

1. The major advantage of online/digital marketing is \_\_\_\_\_\_\_\_\_.
2. Low-cost marketing method b. online marketing is marketing in addition to informative. C. trackable **d. all of the above**
3. Where do we use keyword phrases?
4. In tags b. in title c. in description **d. all of the above**
5. Which of the following is not especially called for by the internet search engine?
6. Poor customer experience b. keyword stuffing c. buying links **d. all of the above**
7. What is the name of the process in which advertising and marketing is accomplished by incorporating tools, methods, electronic devices, modern, technologies, or systems?
8. Internet marketing b. direct marketing **c. electronic marketing** d. interactive marketing
9. The main objective of branding is \_\_\_\_\_\_\_\_\_.
10. To have potential customers recognize your logo and marketing materials

**b. To earn trust from your customer** c. Having a unique tag line d. None of these

1. The hyperlink to website refers to \_\_\_\_\_\_\_\_\_\_.
2. **Inbound link** b. outboard link c. IFTTT link d. KPI link
3. What is the percentage of customers who visit a website and actually buy something called?
4. Affiliate programs b. Click-through c. Spam **d. Conversion rate**
5. Which type of the products is lesser purchased using digital marketing?
6. **Automobiles**  b. Books c. Softwares d. None of the above
7. Media and messages are considered as \_\_\_\_\_\_\_in communication process.
8. **tools** b. channels c. functions d. Parties
9. Use of social media in digital marketing is \_\_\_\_\_\_\_\_\_\_.
10. Social conversion **b. Social media optimization** c. Social platform d. Social sites
11. \_\_\_\_\_\_\_\_\_\_ is a paid advertisement on digital media.
12. **Pay per click** b. Router c. WOM d. None of these
13. What is the need to examine digital analytics?
14. **For making better decisions associated with the business.**
15. For creating great profits from the website.
16. To define real consumers for your service.
17. For appealing extra individuals to drive even more web traffic
18. Green marketing is a part of \_\_\_\_\_\_\_\_.
19. Re-marketing b. Event marketing **c. Social marketing** d. Mega marketing
20. Which of the following is production related procurement?
21. Office supplies **b. raw materials** c. information systems d. furniture
22. The best way to improve search engine ranking is with
23. Video **b. a blog**

c. having at least 500 words of text per page d. using a lot of graphics per page

1. Which is not a form of internet marketing?
2. Online marketing b. Internet and advertising

c. e-marketing  **d. Product mix and branding**

1. What kinds of companies use green marketing?
2. Cupcake company **b. socially responsible companies**c. petstore d. environmental companies
3. E-Marketing is best seen as \_\_\_\_\_\_\_\_\_\_.
4. **A subset of e-business** b. Equivalent to e-business

c. Broader than e-business d. None of the above

1. B2B is called
2. Business to banking **b. business to business** c. banking to business d. banking to banking
3. E-marketing is otherwise called
4. **Internet marketing** b. electric marketing c. electro marketing d. all the above
5. Marketing environment friendly product is
6. Internet marketing b. online marketing  **c. green marketing**d. meta marketing
7. Selling goods/services through internet is
8. Green marketing **b. e-business** c. social marketing d. meta marketing
9. Network of network is termed as
10. **Internet**  b. intranet c. extranet d. none of these
11. Flipkart.com is an example of a \_\_\_\_\_\_\_\_\_.
12. Company **b. website**  c. search engine d. antivirus
13. Generally e-business is not considered good for which type of goods?
14. Technical b. industrial c. bulky **d. all of these**
15. Which of the following is considered as limitation of e-business?
16. Lack of security b. lack of privacy c. internal reporting **d. both a and b**

57. Green marketing is \_\_\_\_\_\_\_\_\_.

**a. making environmental** b. making products with natural ingredients

c. make use of green colour in packaging

d. make the marketers informed about the environment

58. \_\_\_\_\_\_\_ is the largest global online auction website.

a. Wall mart b. Reliance fresh c. alibaba.com **d. e-bay**

59. One of the limitation of e-marketing is\_\_\_\_\_\_\_.

a. cash to be paid immediately b. no retailing

**c. inability to touch and fee**l d. all the above

60.\_\_\_\_\_\_\_\_is an online advertisement that pops up between changes on a website

a. border b. plunge c. boarder **d. interstitial**