

**M COM DEGREE (CSS) EXAMINATION (2021 ADMISSION ONWARDS)**

**First Semester – Faculty of Commerce**

**Elective - Finance**

**CM010103 MARKETING MANAGMENT**

**MULTIPLE CHOICE QUESTIONS**

1. \_\_\_\_\_ are the goods with high volume, low unit value and fast purchase.  
a) Soft goods    **b) FMCG**    c) Services
2. Buying, assembling and selling are \_\_\_\_\_ functions of marketing.  
**a) Merchandising function**    b) Facilitating function    c) Distribution function
3. The task of any business is to deliver \_\_\_\_\_ at a profit.  
a) Customer needs    b) Products    **c) Customer value**
4. Marketing is a process which aims at \_\_\_\_\_.  
**a) Satisfaction of customer needs**    b) Selling products    c) Production
5. Which is the feature of Direct Marketing \_\_\_\_\_.  
a) One-to-one communication    b) Personal relationship    **c) All of the above**
6. \_\_\_\_\_ is a process of identifying the areas of market that are different from one another.  
a) Marketing    **b) Segmentation**    c) Targeting
7. \_\_\_\_\_ is a process of transforming information and experience into knowledge.  
a) Marketing    **b) Learning**    c) Perception
8. \_\_\_\_\_ is the next stage of market segmentation.  
**a) Market targeting**    b) MIS    c) Marketing
9. \_\_\_\_\_ helps to understand how consumers are influenced by their environment.  
**a) Consumer behaviour**    b) Motives    c) Learning
10. Groups that have a direct or indirect influence on a person's attitudes or behaviour is known as \_\_\_\_\_.  
**a) Reference groups**    b) Family    c) Status
11. The four p's are characterized as being \_\_\_\_\_.  
a) Product, positioning, place and price    b) Product, production, price and place  
**c) Product, price, place, promotion**

12. Augmented products contains\_\_\_\_\_.
- a) Basic needs                   **b) Additional benefits**    c) Expected features
13. Industrial products are \_\_\_\_\_ products.
- a) B2B**                   b) B2C                   c) FMCG
14. Testing before launching a product is known as \_\_\_\_\_.
- a) Test marketing**    b) Acid test    c) Market test
15. The marketing outcomes of a product is known as\_\_\_\_\_.
- a) Profit                   **b) Brand equity**    c) Branding
16. The emotional attachment of a customer towards a brand is known as\_\_\_\_\_.
- a) Brand association    **b) Brand loyalty**    c) Brand awareness
17. \_\_\_\_\_ segmentation classifies consumers on the basis of age, sex, income and occupation.
- a) psychological           **b) Demographic**    c) Geographic
18. \_\_\_\_\_ is the process of identifying specific market segments.
- a) Market targeting**   b) Target marketing   c) Marketing
19. \_\_\_\_\_ referred to as zero segmentation.
- a) Mass marketing**    b) Niche marketing    c) Differentiated marketing
20. \_\_\_\_\_ 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
21. Setting a price below that of the competition is called:
- a) Skimming pricing    **b) Penetration pricing**    c) Competitive pricing
22. The concept of marketing mix was developed by \_\_\_\_\_.
- a) N.H Borden**           b) Philip Katter       c) Stanton
23. The process of adding a higher priced prestigious product to the existing line of lower priced products is known as \_\_\_\_\_.
- a) Trading down           **b) Trading up**       c) Product simplification
24. The legalized version of a brand is known as\_\_\_\_\_.
- a) Standardization    b) Quality           **c) Trademark**

25. In \_\_\_\_\_ stage, a product is well established in the market.  
a) Growth      **b) Maturity**      c) Decline
26. In \_\_\_\_\_ segmentation, buyers are dividing into different groups on the basis of life style or personality and values.  
a) Demographic      **b) Psychographic**      c) Geographic
27. Brand loyalty indicates customer's \_\_\_\_\_ towards the brand.  
**a) Commitment**      b) Belief      c) Attributes
28. The factors that affect marketing policies, decisions and operations of a business constitute.  
a) Marketing control      b) Marketing mix      **c) Marketing environment**
29. Which of the following is not a part of demographic segmentation?  
a) Age      b) Income      **c) Interest**
30. The only revenue producing element in the marketing mix is,  
a) Product      **b) Price**      c) Promotion
31. Generally, \_\_\_\_\_ is an indicator of quality.  
**a) Price**      b) Quantity      c) Size
32. \_\_\_\_\_ is the process of creating an image for a product in the minds of targeted customers.  
a) Segmentation      **b) Positioning**      c) Target marketing
33. Maximizing the market share is the objective of company in \_\_\_\_\_ stage of product life.  
**a) Growth**      b) Maturity      c) Introduction
34. The number of customers exposed to the brand is called \_\_\_\_\_.  
a) Brand equity      b) Brand licensing      **c) Brand awareness**
35. Which of the following is not a sales rules promotion tool?  
**a) Advertising**      b) Dealer contest      c) Discount
36. Which of the following is not an element of promotion mix?  
**a) Branding**      b) Sales promotion      c) Personal selling
37. Which of the following is not a service?  
a) Hospital      b) Banking      **c) None of these**
38. Which of the following is not an element of service marketing mix?  
a) People      **b) Packaging**      c) Process

39. Being \_\_\_\_\_ one cannot taste, touch, see, hear, smell, or use services like physical products.  
**a) Intangible**    b) Tangible    c) None of these
40. \_\_\_\_\_ marketing means serving a small market not served by competitors.  
**a) Niche**            b) Mega            c) Meta
41. There are \_\_\_\_\_ elements in promotion mix.  
**a) 4**    b) 6    c) 5
42. \_\_\_\_\_ means giving a name to the products by which it should become known and familiar among the public.  
**a) Branding**                    b) Promotion                    c) Pricing
43. \_\_\_\_\_ goods are those which a consumer buys after comparing the suitability, quality, price etc. of different brand.  
**a) Specialty**    b) Unsought    **c) Shopping**
44. Premium pricing is also known as \_\_\_\_\_.  
**a) High pricing**            b) Medium    c) Low
45. The process of introducing higher quality products by a manufacturer is called \_\_\_\_\_.  
**a) Product line expansion**    b) Trading down    **c) Trading up**
46. What is an important aspect of determining the satisfactory capacity of a product?  
**a) Generic product**    **b) Desirability**    c) Industrial product
47. \_\_\_\_\_ is a group of product within the product mix that are closely related to each other  
**a) Soft goods**            b) Consumer products    **c) Product line**
48. \_\_\_\_\_ is the activity in which various product concepts are analyzed and sequentially to identify the best idea.  
**a) Business analysis**    **b) Idea screening**    c) Product testing
49. \_\_\_\_\_ concept observe and compares the life of a product with the life of living beings.  
**a) Product Life Cycle**    b) Product innovation    c) Product differentiated
50. \_\_\_\_\_ is the process of generating awareness and promotion of a brand.  
**a) Brand description**    **b) Brand building**    c) Brand promotion
51. \_\_\_\_\_ strategy help in generating brand awareness and brand recall among the consumers  
**a) Brand evaluation**    **b) Brand promotion**    c) Brand awareness

- 52 \_\_\_\_\_ refers to financial significance of a brand carriers  
a) Brand equity    **b) Brand value**    c) Brand loyalty
- 53 \_\_\_\_\_ is the differential effect of brand knowledge on consumer response to the marketing of the brand  
a) Brand personality    b) Brand image    **c) Brand equity**
- 54 What method examines the degree of knowledge that consumers have about a particular brand  
a) Cost based method    **b) Consumer based method**    c) Price based method
- 55 \_\_\_\_\_ is the use of an established brand name in new product categories  
**a) Brand extension**    b) Brand evaluation    c) Brand loyalty
- 56 \_\_\_\_\_ is the set of beliefs held about a brand  
**a) Brand image**    b) Brand loyalty    c) Brand personality
- 57 \_\_\_\_\_ aims at protection from damage or contamination by micro-organisms and air, moisture and toxins  
a) Security    **b) Physical protection**    c) Containment
- 58 \_\_\_\_\_ is the necessary information about the product that the consumer desires to buy  
**a) Labelling**    b) Branding    c) None of these
- 59 Which element distinguishes a brand in the minds of the consumer?  
a) Brand image    **b) Brand identity**    c) Brand personality
- 60 \_\_\_\_\_ is a measure of the attachment that a customer has to a brand.  
a) Brand association    b) Brand awareness    **c) Brand loyalty**
- 61 Service are characterized by all of the following characteristics except for \_\_\_\_\_  
a) Intangibility    **b) Homogeneity**    c) Perishability
- 62 \_\_\_\_\_ is defined as the caring, individualized attention that the firm provides to its customers  
**a) Empathy**    b) Responsiveness    c) Assurance
- 63 Which one of them is not included in SERVQUAL MODEL dimensions?  
a) Reliability    b) Assurance    **c) Intangibility**
64. Which of the following is not included in seven P's of the service marketing mix?  
a) Process    **b) Politics**    c) People
65. Which service sector of India is a dominant sector in the country as against other sectors?  
a) SEIS    **b) GDP**    c) None of these

- 66 The extent to which service components are pleasing to the customers are \_\_\_\_\_  
a) Customization      **b) Aesthetics**      c) Relationship
- 67 \_\_\_\_\_ refers to the nature of the environment in which services is delivered.  
**a) Physical evidence**    b) Process    c) None of these
- 68 Intangibility, heterogeneity, perishability and inseparability are the feature of \_\_\_\_\_  
a) Product    **b) Service**    c) Goods
- 69 The ability of the service provider to deliver the services accurately known as \_\_\_\_\_  
a) Assurance    **b) Tangibility**    c) Empathy
- 70 \_\_\_\_\_ is an organizational function of creating, communicating and delivering value to the customers  
**a) Marketing**    b) Selling    c) None of these
- 71 \_\_\_\_\_ refers to adding extra features and benefits to a product or service for increasing the satisfaction of the customers  
a) Relationship pricing    b) Relationship customization    **c) Service augmentation**
- 72 \_\_\_\_\_ is a pervasive function of marketing  
a) Customer relationship    b) Grading    **c) Marketing research**
- 73 Transportation belongs to \_\_\_\_\_ function of marketing  
a) Exchange    **b) Physical supply**    c) Facilitating
- 74 Which of the following Is not related to micro environment  
a) Suppliers    b) Customers    **c) Technological forces**
- 75 \_\_\_\_\_ is the first stage in the process of marketing  
**a) Buying and assembling**    b) Selling    c) Transportation
- 76 \_\_\_\_\_ is similar to traditional marketing  
a) Reactive marketing    **b) Basic marketing**    c) Partnership marketing
- 77 The concept of 'unsystematic market' comes under  
**a) Macro environment**    b) Micro environment    c) None of these
- 78 The profit generated from the customer is known as \_\_\_\_\_  
a) Customer centric organization    **b) Customer life time value**    c) Value chain
- 79 Marketing is a \_\_\_\_\_ function of transforming goods from producers to consumers  
a) Systematic    b) Economic    **c) Commercial**

- 80 \_\_\_\_\_ refers to the willingness of the company to customer providing with a good quality and fast services  
a) Assurance    **b) Responsiveness**    c) Reliability
- 81 The concept of market segmentation was introduced by \_\_\_\_\_  
a) William J Stanton    **b) Wendell Smith**    c) R S Devar
- 82 \_\_\_\_\_ is the process of identifying the areas of market that are different from one another  
a) Market targeting    b) Target market    **c) Market segmentation**
- 83 \_\_\_\_\_ is a market segmenting strategy by which the markets are divided on the basis of region, climate zone, population density  
a) Demographic segmentation    **b) Geographic segmentation**    c) Psychological segmentation
- 84 Market targeting concentrate on one particular segment are called \_\_\_\_\_  
a) Mass marketing    **b) Niche marketing**    c) Customized marketing
- 85 \_\_\_\_\_ is considered as a narrow down approach which is extended beyond niche marketing  
a) Local marketing    **b) Micro marketing**    c) Mass marketing
- 86 \_\_\_\_\_ is a marketing strategy that targets consumers based on a particular location  
a) Miro marketing    **b) Local marketing**    c) Niche marketing
- 87 \_\_\_\_\_ helps to give a unique identity to a product in the market  
**a) Value position**    b) Positioning    c) Marketing
- 88 \_\_\_\_\_ proposition aims at offering consumers more benefit at low price  
a) More for more    **b) More for less**    c) More for the same
- 89 \_\_\_\_\_ refers to the specific market focused by a firm to carry out its marketing activities  
**a) Target market**    b) Target marketing    c) Marketing
- 90 \_\_\_\_\_ is a useful way to segment the market on the basis of consumer's attitude for products  
a) Socio-cultural    b) Demographic    **c) Behavioural**
- 91 \_\_\_\_\_ are the main source of demand for all the goods  
**a) Consumers**    b) Buyers    c) Both a and b
- 92 Personality differ from \_\_\_\_\_ to \_\_\_\_\_  
**a) Person to person**    b) Market to market    c) None of these
- 93 The behavioural pattern of a consumer depends on the nature of consumer's \_\_\_\_\_  
**a) Personality**    b) Motivation    c) Perception

- 94 \_\_\_\_\_ represent the degree of likes and dislikes of a person for something  
a) **Attitude** b) Belief c) Learning
- 95 Family structure is the constitution of \_\_\_\_\_  
a) **Family** b) society c) None of these
- 96 Emotional buying motive covers the feelings of the consumers associated with the use of \_\_\_\_\_  
a) **Product** b) Service c) None of these
- 97 \_\_\_\_\_ is the degree of protection against danger, damage or loss  
a) **Security** b) Utility c) Economy
- 98 \_\_\_\_\_ is the ability to exist for a long time  
a) **Durability** b) Utility c) Security
- 99 Organisational buyers purchase in \_\_\_\_\_ quantities  
a) **Large** b) Medium c) Small
- 100 \_\_\_\_\_ is the totality of thoughts and actions of the consumer  
a) **Consumer behaviour** b) Consumption pattern c) Buying decision behaviour