

SECTION II**[TO BE ATTACHED TO THE MAIN ANSWER-BOOK]****M.Com DEGREE (CSS) PRIVATE EXAMINATION, MAY 2026****DO NOT WRITE YOUR REGISTER NUMBER OR NAME ANYWHERE IN****SECTION II OF THE QUESTION PAPER****CM010103 MCQ - MARKETING MANAGEMENT**

Answer **all** questions.

All questions carry equal weight

Put a tick mark [✓] against the correct answer

1. _____ are the goods with high volume, low unit value and fast purchase.
(a) Soft goods (b) FMCG
(c) Services (d) None of these
2. _____ is the next stage of market segmentation.
(a) Market targeting (b) MIS
(c) Marketing (d) None of these
3. The marketing outcomes of a product is known as _____.
(a) Profit (b) Brand equity
(c) Branding (d) None of these
4. _____ is the process of identifying specific market segments.
(a) Market targeting (b) Target marketing
(c) Marketing (d) None of these
5. The legalized version of a brand is known as _____.
(a) Standardization (b) Quality
(c) Trademark (d) None of these

6. In _____ segmentation, buyers are dividing into different groups on the basis of life style or personality and values.
- (a) Demographic (b) Psychographic
- (c) Geographic (d) None of these
7. The number of customers exposed to the brand is called _____.
- (a) Brand equity (b) Brand licensing
- (c) Brand awareness (d) None of these
8. Being _____ one cannot taste, touch, see, hear, smell, or use services like physical products.
- (a) Intangible (b) Tangible
- (c) All the above (d) None of these
9. The process of introducing higher quality products by a manufacturer is called _____.
- (a) Product line expansion (b) Trading down
- (c) Trading up (d) None of these
10. _____ is the process of generating awareness and promotion of a brand.
- (a) Brand description (b) Brand building
- (c) Brand promotion (d) None of these
11. _____ 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 (d) None of these
12. Which element distinguishes a brand in the minds of the consumer?
- (a) Brand image (b) Brand identity
- (c) Brand personality (d) None of these
13. Which one of them is not included in SERVQUAL MODEL dimensions?
- (a) Reliability (b) Assurance
- (c) Intangibility (d) None of these
14. Intangibility, heterogeneity, perishability and inseparability are the feature of _____
- (a) Product (b) Service

(c) Goods (d) None of these

15. Which of the following is not related to micro environment

- (a) Suppliers (b) Customers
(c) Technological forces (d) None of these

16. The profit generated from the customer is known as _____

- (a) Customer centric organization (b) Customer life time value
(c) Value chain (d) None of these

17. _____ is the process of identifying the areas of market that are different from one another

- (a) Market targeting (b) Target market
(c) Market segmentation (d) None of these

18. _____ is a useful way to segment the market on the basis of consumer's attitude for products

- (a) Socio-cultural (b) Demographic
(c) Behavioural (d) None of these

19. The behavioural pattern of a consumer depends on the nature of consumer's _____

- (a) Personality (b) Motivation
(c) Perception (d) None of these

20. _____ is the degree of protection against danger, damage or loss

- (a) Security (b) Utility
(c) Economy (d) None of these

No. of MCQ's Attempted :

Weight Scored :

(To be entered by the examiner)

No. of MCQ's not Attempted :

**ATTACH SECTION II INTERNAL EXAMINATION MCQ PAPER
WITH THE MAIN ANSWER BOOK**