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Maximum Weight : 5

MCQ—MARKETING MANAGEMENT

Section II

[TO BE ATTACHED TO THE MAIN ANSWER-BOOK]

UG CBCSS INTERNAL EXAMINATION, JUNE 2026

DO NOT WRITE YOUR REGISTER NUMBER OR NAME ANYWHERE IN SECTION II OF THE QUESTION PAPER

Answer **all** *questions.*
All questions carry equal weight.
Put a tick mark [✓] in the column against the correct answer.

1. Marketing is a ———— process.

   (A) Goal oriented. ☐ (B) Exchange. ☐

   (C) Social. ☐ (D) All of these. ☐

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

   (A) Marketing mix. ☐ (B) Marketing environment. ☐

   (C) Marketing control. ☐ (D) None of these. ☐

3. Market where goods are transacted on the spot or immediately.

   (A) Future market. ☐ (B) Spot market. ☐

   (C) Perfect market. ☐ (D) None of these. ☐

4. Markets which are organized and regulated by statutory measure are :

   (A) Regulated markets. ☐ (B) Unregulated markets. ☐

   (C) World market. ☐ (D) None of these. ☐

Turn over

5. Market where money is lend and borrowed.

(A) Money market. ☐ (B) Foreign exchange market. ☐

(C) Stock market. ☐ (D) None of these. ☐

6. Air conditioners are an example of ———— goods.

(A) Brown. ☐ (B) White. ☐

(C) Red. ☐ (D) Orange. ☐

7. Yellow goods include ———— goods.

(A) Red and White. ☐ (B) White and brown. ☐

(C) Orange and Red. ☐ (D) White and Orange. ☐

8. ———— influence product line decisions.

(A) Customer preference. ☐ (B) Change in demand. ☐

(C) Product sepecialisation. ☐ (D) All of these. ☐

9. Setting price on the basis of the total cost per unit is known as ————.

(A) Cost Based Pricing. ☐ (B) Demand Based Pricing. ☐

(C) Competition Based Pricing. ☐ (D) Value Based Pricing. ☐

10. Pricing method based on customer value is known as ————.

(A) Cost Based Pricing. ☐ (B) Demand Based Pricing. ☐

(C) Competition Based Pricing. ☐ (D) Value Based Pricing. ☐

11. Premium Pricing is a method of ————.

(A) Cost Based Pricing. ☐ (B) Demand Based Pricing. ☐

(C) Competition Based Pricing. ☐ (D) Value Based Pricing. ☐

12. MILMA is an example of ———— type of shop.

(A) Multiple shop. ☐ (B) Departmental store. ☐

(C) Super bazzar. ☐ (D) None of these. ☐

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

(A) One level channel. ☐ (B) Zero level channel. ☐

(C) Two level channel. ☐ (D) None of these. ☐

14. ———— are generally food stores that are much smaller in size than in supermarkets.

(A) Convenient store. ☐ (B) Discount store. ☐

(C) Specialty store. ☐ (D) None of these. ☐

15. Advocacy advertising is also called :

(A) Support advertising. ☐ (B) Rapport advertising. ☐

(C) Cause advertising. ☐ (D) None of these. ☐

16. When manufacturers, wholesalers and retailers jointly share the expenditure on advertising, it is called ?

(A) Joint advertising. ☐ (B) Co-operative advertising. ☐

(C) Sponsored advertising. ☐ (D) None of these. ☐

17. ———— is not a step in advertising campaign

(A) Market analysis. ☐ (B) Determining ad Objectives. ☐

(C) Selecting ad media. ☐ (D) Supply of goods. ☐

Turn over

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

(A) Penetration. ☐ (B) Skimming. ☐

(C) Going rate. ☐ (D) None of these. ☐

19. ———— refers to the way a service provider and his employees anticipate what the customers want and provide them before they ask for service to make them delighted and surprised.

(A) Proactiveness. ☐ (B) Productivity. ☐

(C) Professionalization. ☐ (D) None of these. ☐

20. Medical treatment with ayurvedic massage is an example of :

(A) Pure tangible good. ☐ (B) Hybrid. ☐

(C) Pure service. ☐ (D) None of these. ☐

No. of MCQs attempted ☐ Weight Scored ☐

(To be entered by the examiner)

No. of MCQs not attempted ☐

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