

MARKETING MANAGEMENT

B.COM.

III Sem

MULTIPLE CHOICE QUESTIONS AND ANSWERS

1. Good marketing is no accident, but a result of careful planning and -----.
(a) Execution (b) Selling (c) Research (d) Strategies.
2. 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.
3. the most formal definition of marketing is -----.
(a) Meeting needs profitability (b) Improving the quality of life for consumers (c) The 4Ps (d) An organizational function and a set of process for creating, communicating and delivering, value to customers and that benefit the organization.
4. Marketing is a process which aims at -----.
(a) Satisfaction of customer needs (b) Selling products (c) Production (d) Profit making.
5. Marketing is a ----- function of transferring goods from producers to consumers.
(a) Systematic (b) Economic (c) Management (d) Commercial.
6. Marketing helps firms to increase their profits by -----.
(a) Increase in sales (b) Increase in production (c) Increase in price (d) Increase in customer.
7. The ----- function of marketing makes the products available in different geographic regions.
(a) Production (b) Selling (c) Distribution (d) Promotion.
8. Ensuring the availability of the products and services as and when required by the customers is ----- utility.
(a) Time (b) Place (c) Form (d) Possession.
9. Transportation belongs to ----- function of marketing.

(a) Research (b) Exchange (c) Physical supply (d) Facilitating.

10. A firm identifies the target market, needs and wants of customer through

(a) Marketing research (b) Planning (c) Concept (d) Segmentation.

11. Fixing and maintaining the standards for quality, quantity, size and other features of the product refer to -----.

(a) Standardization (b) Grading (c) Packaging (d) Labeling.

12. The task of any business is to deliver ----- at a profit.

(a) Customer needs (b) Products (c) customer value (d) Quality.

13. The traditional view of marketing is that the firm makes something and then ----- it.

(a) Markets (b) Sells (c) Prices (d) Services.

14. A market where goods are sold in bulk quantities to the customers is known as -----.

(a) Retail market (b) Wholesale market (c) Product market (d) Service market.

15. ----- is a process of identifying the areas of market that are different from one another.

(a) Marketing (b) Segmentation (c) Promotion (d) Targeting.

16. ----- segmentation classifies consumers on the basis of age, sex, income, and occupation.

(a) Psychological (b) Geographic (c) Demographic (d) Behavioral.

17. ----- is the process of identifying specific market segments.

(a) Market targeting (b) Target marketing (c) Positioning (d) Marketing.

18. ----- referred to as zero segmentation.

(a) Mass marketing (b) Niche marketing (c) Differentiated marketing (d) Market targeting.

19. ----- is a process of transforming information and experience into knowledge.

(a) Marketing (b) Positioning (c) Perception (d) Learning.

20. ----- is the next stage of market segmentation.

(a) Market targeting (b) positioning (c) MIS (d) Marketing.

21. ----- derives a person towards selection of a particular shop or suppliers of goods and services.

(a) Product (b) Patronage (c) Rational (d) Emotion.

22. ----- helps to understand how consumers are influenced by their environment.

(a) Consumer behavior (b) Motives (c) Perception (d) Learning.

23. Groups that have a direct or indirect influence on a person's attitudes or behavior is known as -----.

(a) Reference groups (b) Family (c) Roles (d) Status.

24. ----- can be produced and marketed as a product.

(a) Information (b) Celebrities (c) Properties (d) Organization.

25. Customers are showing greater price sensitivity in their search for -----.

(a) The right product (b) The right service value (c) The right store.

26. The ----- concept holds that consumers will favor those products that offer the most quality, innovative features.

(a) Production (b) Marketing (c) Product (d) Selling.

27. 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.

28. Argument product contains -----.

(a) Basic needs (b) Functional characteristics (c) Additional benefits (d) Expected features.

29. A banking product is an example for -----.

(a) Tangible product (b) Generic product (c) Potential product (d) Intangible product.

30. Industrial products are ----- products.

(a) B2B (b) B2C (c) FMCG (d) Convenience.

31. Testing before launching a product is known as -----.

(a) Test marketing (b) Concept testing (c) Acid test (d) Market test.

32. The marketing outcomes of a product is known as -----.

(a) Profit (b) Brand loyalty (c) Branding (d) Brand equity.

33. The emotional attachment of a customer towards a brand is known as -----.

(a) Brand association (b) Perceived quality (c) Brand loyalty (d) Brand awareness.

34. The literary meaning of the term product is -----.

(a) Lead forward (b) Good (c) Features (d) Goods and services.

35. 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.

36. The emotional attachment of a customer towards a brand is known as -----.

(a) Brand loyalty (b) Brand awareness (c) Brand equity (d) Brand association.

37. The legalized version of a brand is known as -----.

(a) Standardization (b) Quality (c) Trademark (d) Production.

38. Logistics means -----.

(a) Production (b) Flow of goods (c) Consumption (d) Marketing channel.

39. 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.

40. The concept which deals with the entire processes from production to delivery of goods is known as -----.

(a) SCM (b) VMS (c) Logistics (d) Distribution.

41. The opposite flow of goods in a distribution channel is known as -----.

(a) Reverse logistics (b) Inbound logistics (c) Outbound logistics (d) Inventory logistics.

42. A united distribution channel is known as -----.

(a) SCM (b) VMS (c) Conflict (d) Intensity.

43. Logistics management is a part of -----.

(a) Production (b) Marketing channel (c) Supply chain management (d) Consumption.

44. The process of supplying products to all retail outlets is known as -----.

(a) Selective distribution (b) Exclusive distribution (c) Channel configuration (d) Intensive distribution.

45. When organization in the same level of a channel works on a co-operative basis, it is known as -----
-----.

(a) VMS (b) SCM (c) Logistics (d) HMS.

46. The flow of goods from production to consumption is known as -----.

(a) Inbound logistics (b) Outbound logistics (c) Process logistics (d) Reverse logistics.

47. In ----- manufacturers supply products to limited number of outlets in the target market.

(a) Selective distribution (b) Geographical distribution (c) Intensive distribution (d) Exclusive distribution.

48. Marketing buzz means -----.

(a) Viral marketing (b) Virtual marketing (c) De- marketing (d) Social marketing.

49. Inside sales is known as -----.

(a) Direct marketing (b) Tele- marketing (c) Social marketing (d) Viral marketing.

50. Which is the feature of direct marketing -----.

(a) Open dialogue (b) One-to-one communication (c) personal relationship (d) All of the above.

51. ----- is the result of artificial scarcity of products created by a firm.

(a) Selective de-marketing (b) Re- marketing (c) Personal relationships (d) All of the above.

52. Re marketing is related with creating demand for -----.

(a) Fresh products (b) Non-usable product (c) Low quality products (d) Renewed use of products.

53. Tele –marketing is a part of -----.

(a) Direct marketing (b) Social marketing (c) Viral marketing (d) Relationship marketing.

54. ----- is an attempt to reduce the demand for consumption of a specific product or service on permanent or temporary basis.

(a) De-Marketing (b) Re-Marketing (c) Ostensible Marketing (d) Synchronic Marketing

55. ----- is a strategy designed to cultivate customer loyalty, interaction and long term association with the company.

(a) Virtual Marketing (b) Relationship Marketing (c) Social Marketing (d) De-Marketing

56. Direct marketing refers to a communication between the ----- and ----- directly.

(a) Seller and buyer (b) Firm and suppliers (c) Society and target market (d) Price and services.

57. ----- is aimed at encouraging renewed use of a product in which market interest has declined.

(a) De marketing (b) Re marketing (c) Synched (d) Tele marketing.

58. ----- can be achieved only when all person within the organization understand the importance of the customer.

(a) Profit maximization (b) Sales volume (c) Customer Satisfaction

59. The customer focused philosophy is known as the ----- concept.

(a) Production (b) Product (c) Selling (d) Marketing.

60. 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.

61. Demographic segmentation refers to :

(a) The description of the people and their place in society.

(b) The description of the people's purchasing behavior.

(c) The location where people live.

(d) Geographic regions.

62. Which of the following is central to any definition of marketing?

(a) Marketing a profit (b) Marketing a sale. (c) customer relationship (d) Transaction.

63. When backed by buying power, wants become -----.

(a) Social needs (b) Exchanges (c) Demands (d) Physical needs.

64. Selecting the segments of a population of customers to serve is called -----.

(a) Market segmentation (b) Positioning (c) Target marketing (d) Customization.

65. Ending prices with 99p is called:

(a) price lining (b) Prestige pricing (c) Odd- even pricing (d) Skimming.

66. Which of the following reflects the marketing concept philosophy?

(a) "You won't find a better deal anywhere".

(b) "When its profits nurse's customers needs, profits will always win out."

(c) "We are in the business of making and selling superior products."

(d) "We don't have a marketing department, we have a customer department".

67. In ----- stage, a product is well established in the market.

(a) Growth (b) Maturity (c) Introduction (d) Decline.

68. ----- is the process of dividing a potent market into distinct sub- markets of consumer with common needs and characteristics.

(a)Market segmentation (b) Positioning (c) Target marketing (d) direct marketing.

69. In ----- segmentation, buyers are dividing into different groups on the basis of life style or personality and values.

(a) Demographic (b) Economic Psychographic (d) Geographic.

70. ----- is the act of designing the company offering and image to occupy a distinctive place in the target market's mind.

(a) Positioning (b) Segmentation (c) Consumer market (D) Consumer behavior.

71. 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.

72. Setting a price below that of the competition is called:

(a) Skimming (b) competitive pricing (c) Penetration pricing.

73. 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.

74. Some companies are now switching from being solely product- centered to being more -----
centered.

(a) Competency (b) Marketing (c) Sales (d) Customer segment.

75. "The concept of marketing mix was developed by -----.

(a) N.H.Borden (b) Philip Katter (c) W.Anderson (d) Stanton.

76. Modern marketing begins and ends with the -----.

(a) Sales (b) Products (c) Customers (d) Price.

77. In selling concept, maximization of profit of the firm is done through -----.

(a) Sales volume (b) Increasing production (c) quality (d) Services.

78. ----- segmentation classifies consumers on the basis of age, gender, income and occupation.

(a) Geographic (b) Behavioral (c) Psychological (d) Demographic.

79. ----- environment consists of the factors like inflation rate, interest rate, and unemployment.

(a) Geographic (b) Economic (c) Demographic. (d) Technological.

80. Marketing is a ----- function of transferring goods from producers to consumers.

(a) Systematic (b) Commercial (c) Management (d) Economic.

81. ----- is the strong feeling, desire or emotion that makes the buyer buy a product.

(a) Buying motive (b) Demand (c) Price (d) Quality.

82. ----- motives are those which determine where or from whom products are purchased.

(a) Product (b) Patronage (c) Emotional (d) Rational.

83. 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.

84. A marketing information system (MIS) caters to the needs of -----.

(a) Marketing decision (b) Databases (c) Safeguard (d) customized.

85. Today, companies have to manage relation with their ----- in order to ensure timely supplies and meet customer's requirements.

(a) Customers (b) Government (c) Suppliers (d) International market.

86. Banks are a part of -----.

(a) Macro environment (b) Micro environment (c) Ecological (d) Technological environment.

87. In ----- segmentation, buyers are awarded into different groups on the basis of life-style or personality and values.

(a)Geographic (b)Demographic (c)Psychographic (d)Behavioral.

88. Brand loyalty indicates customers ----- towards the brand.

(a) Commitment (b) Belief (c) Attributes (d) Quality.

89. 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.

90. The number of customers exposed to the brand is called -----.

(a) Brand licensing (b) Brand awareness (c) Brand equity (d) Positioning.

91. Television is a type of ----- media.

(a) Broadcast (b) Print (c) outdoor (d)Online.

92. The technique of using the social network on the internet to create the brand image is called as- -----

93. Organizations which sell their producers on the internet directly to consumers are called.

(a) B2B (b) B2C (c) Re-marketing (d) Service marketing.

94. Maslow's need hierarchy theory deals with ----- levels.

(a) Two levels (b) Three levels (c) Five levels (d) Four levels.

95. Rising promotion costs and shrinking profit margins are the result of -----.

(a) Globalization (b) Changing technology (c) Heightened competition (d) Privatization.

96. Bundle pricing is:

(a) Providing a bundle of benefits for one product.

(b) Packaging a group of products together.

(c) Providing a group of prices for one product category.

97. Marketing evaluation and ----- process are necessary to understand the efficiency and effectiveness of marketing activities and how both could be improve.

(a) Control (b) Feedback (c) Consumer behavior (d) Measurement.

98. Marketing is a process of convincing one potential customer into ----- customers.

(a) Rare (b) Actual (c) Future (d) New.

99. When a firm practices ----- concepts, all its activities are directed to satisfy the consumers.

(a) Selling (b) Production (c) Marketing (d) Societal.

100. Modern marketing begins and ends with -----.

(a) Business (b) Consumers (c) Economic (d) Company.

101. ----- simply refers to product planning

(a) Merchandising (b) Selling (c) Operating.

102. Which of the following is not included in the function of physical supply?

(a) Standardization (b) Storage (c) Packaging (d) Transportation.

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

(a) Marketing control (b) Marketing mixes (c) Marketing environment (d) none of these.

104. Marketing is a ----- process.

(a) Goal oriented (b) Social (c) Exchange (d) All of these.

105. The process of finding or creating new uses or users or satisfaction for an existing product is known as -----.

(a) Niche- marketing (b) Re-marketing (c) Social marketing (d) none of these.

106. Who has introduced the concept of market segmentation?

(a) N.H. Borden (b) Rosser (c) Wendell .R. Smith (d) none of these.

107. Which of the following is not part of demographic segmentation?

(a) Age (b) Income (c) Education (d) Interest.

108. 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.

109. ----- is the process where individuals decide what, when, where, how and from whom to purchase goods and services.

(a) Packaging (b) Consumer behavior (c) Segmentation.

110. ----- 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.

111. Target marketing essentially requires -----.

(a) Market segmentation (b) Advertisement (c) Direct selling (d) Using multiple media.

112. 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.

113. ----- motives are those which come from one physiological or basic needs such as hunger, thirst, sleep etc.

(a) Social (b) Patronage (c) Inherent (d) Product.

114. Under ----- marketing strategy, market segmentation are identified and a different marketing mix is developed for each of the segments.

(a) Differentiated (b) Focus (c) Customized (d) none of these.

115. The word positioning was coined by

(a) All Ryes and Jack Trout (b) Philip Katter (c) Peter Ducker (d) none of these.

116. The only revenue producing element in the marketing mix is

(a) Product (b) Price (c) Place (d) Promotion.

117. When there is a large potential market for a product, the firm will adopt:

(a) Skimming price policy (b) Penetration price policy (c) Premium price policy (d) none of these.,

118. Generally ----- is an indicator of quality.

(a) Price (b) Quantity (c) Size (d) Colour.

119. ----- 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.

120. A price reduction to buyers who pay their bills promptly is called -----.

(a) Trade discount (b) Cash discount (c) seasonalisation (d) Quantity discount.

121. When a firm sets a very low price for one or more of its products with a view to derive its competitors out of market is known as -----.

(a) Customary (b) Target pricing (c) Predatory pricing (d) none of these.

122. ----- is the most common method used for pricing.

(a) cost plus pricing (b) Target pricing (c) Break even pricing (d) Marginal cost pricing.

123. Target pricing is also known as -----.

(a) Value pricing (b) International pricing (c) Geographical pricing (d) rate of return pricing.

124. ----- is the practice of charging a low price right from the beginning to stimulate the growth of the market.

(a) Skimming (b) Penetration (c) Premium (d) none of these.

125. 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.

126. Pricing strategies are more specific and short term than -----.

(a) Objectives (b) Pricing policies (c) price reduce (d) none of these.

127. ----- is a board 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.

128. The strategy of using as many outlets as possible is called -----.

(a) Selective distribution (b) Exclusive distribution (c) Intensive distribution (d) None of these

129. ----- is called shopping by post

(a) Self service store (b) Direct marketing (c) Department stores (d) Mail order business.

130. Super market is also known as -----.

(a) Self service store (b) Hyper market (c) Co-operative societies (d) none of these.

131. Direct marketing is sometimes called -----.

(a) Self service (b) retail stores (c) Armchair shopping (d) none of these.

132. Which of the following is the largest retail enterprise in the world?

(a) K mart (b) Wall mart (c) Shoppers stops (d) none of these.

133. Which of the following is not a non-store retailing?

(a) Tele-marketing (b) Direct marketing (c) Kiosk marketing (d) Retail chains.

134. Direct marketing is found more suitable to which of the following products

(a) Agricultural products (b) TV (c) Shoes (d) Vacuum cleaner.

135. Which company is the pioneer in direct marketing?

(a) Johnson & Johnson (b) Eureka forbs (c) Avon cosmetics (d) Cypla.

136. The best channel of distribution for vacuum cleaner is -----.

(a) Direct marketing (b) Tele-marketing (c) retail marketing (d) none of these.

137. The four elements; channels of distribution, transportation, warehousing and inventory constitute - -----.

(a) Promotion mix (b) Marketing mix (c) Distribution mix (d) Product mix.

138. A ----- operates multiple retail outlets under common ownership in different cities and town

(a) Retail chains (b) Destination store (c) shopping malls (d) Retail chain.

139. which of the following is not an element of promotion mix?

(a) Branding (b) advertisement (c) Sales promotion (d) Personal selling.

140. Which of the following is not a sales rules promotion tool?

(a) Advertisement (b) Discount (c) Dealer contest (d) Consumer contest.

141. The process of direct communication between the sales person and a prospect is called

(a) Direct marketing (b) Personal selling (c) Advertising (d) none of these.

142. MPR stands for

(a) Managing public relations (b) Measuring public relations (c) Marketing public relations (d) Monitories' public relations.

143. Which of the following is not a characteristic of service marketing.

(a) Intangibility (b) Separability (c) Heterogeneity (d) Perish ability.

144. Medical treatment with ayurvedic massage is an example of

(a) Pure tangible (b) Hybrid (c) Pure service (d) none of these.

145. Which of the following is not a service?

(a) Hospital (b) Banking (c) Insurance (d) none of these.

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

(a) People (b) Packaging (c) Process (d) Physical evidence.

147. Being ----- one cannot taste, touch, see, hear, smell or use services like physical products.

(a) Intangible (b) Tangible (c) none of these.

148. Which of the following is against marketing concepts.

(a) Social marketing (b) De-marketing (c) Niche marketing (d) none of these.

149. 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.

150. Green marketing is a part of -----.

(a) Re-marketing (b) Event marketing (c) Social marketing (d) Mega marketing.

151. Which of the following is known as market aggregation?

(a) Social marketing (b) De-marketing (c) Niche marketing (d) Mass marketing.

152. Which of the following is not responsible for the emergence of relationship marketing?

(a) Growth of service economy (b) rapid technological advancement (c) Changing role of woman (d) none of these.

153. The term Meta marketing was first used by -----.

(a) Eugene .J. Kelly (b)N. H. Borden (c) Wendell (d) none of these.

154. ----- marketing means serving a small market not served by competitors.

(a) Relationship (b) Niche (c) Re- marketing (d) none of these.

155. Which of the following is for an e-marketing tool?

(a) I-radio (b) Mobile phone (c) I-kiosks (d) Cinema.

156. A financial instrument which can be used more than once to borrow money or buy goods and services on credit is :

(A) Debit card (b) Credit card (c) Smart card (d) none of these.

157.Which of the following is not a risk in internet based transaction.

(a) Ears-dropping (b) Spoofing (c) Encryption (d) unauthorized action.

158. A security tool to verify the authenticity of the message and claimed identify of the sender and to verify the message integrity is

(a) Encryption (b) Firewalls (c) Digital certificate (d) Digital signature.

159. E- marketing is a part of -----

(a) E-commerce (b) E-cash (c) E-payment (d) E-mail.

160. Dividing buyers into groups based on their knowledge , attributes, uses or responses to a product is called

(a) Geographic segmentation (b) Demographic (c) Psychographic (d)Behavioral.

161.Romance motive is a type of -----

(a) Emotional (b) Rational (c) Patronage (d)Social.

162. ----- refers to word of mouth through electronic channels.

(a) E-advertising (b)E-Commerce (c) E-cash (d) Viral marketing.

163. Internet advertising includes web advertising,-----etc.

(a) transaction (b) Encryption (c) E-mail (d) none of these.

164. ----- advertisement is a small, graph links placed on a web page.

(a) Banner (b) Buttons (c)Website (d)E-mail.

165. Making payment through electronic media by using credit or debit cards for the products bought electronically is known as -----

(a) E-payment (b)E-mail (c) E-marketing.

166. ----- includes debit cards, credit cards, smart cards etc.

(a) E-branding (b)E-cash (c)E-mail.

167. A smart card was first developed by Motorola in -----

(a) 1956 (b)1973(c)1977(d) 1989.

168. ----- is a process that conceals meaning by changing messages into unintelligible messages.

(a)Encryption (b)Firewalls (c)Backups (d)none of these.

169. Social marketing is used as an instrument to achieve the goals of -----.

(a) Marketer (b)Seller (c)Society (d) none of these

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

(a) Environment (b)Organization (c) Products.

171. ----- refers to marketing strategies under conditions of scarcity and during the period of shortage.

(a) E-commerce (b) De-marketing (c)Relationship marketing.

172. The term Meta marketing was first used by -----.

(a) Eugene. J. Kelly (b) N. H. Borden (c) Tim drapes.

173. ----- marketing is based on interaction and dialogues.

(a) De-marketing (b) Viral marketing (c)E-commerce (d) Relationships.

174. The aim of relationship marketing is ----- delight.

(a)Product (b)Price (c) Customer (d)Quality.

175. ----- marketing means serving a small market not served by competitors.

(a) Niche (b) Mega (c) Meta(d) none of these.

176. 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.

177. In product development stage of product life cycle sales are -----.

(a) 1 (b) 0 (c) .1 (d) none of these.

178. Maximizing the market share is the objective of company in ----- stage of product life cycle.

(a) Growth (b) Maturity (c) Introduction (d) none of these.

179. In ----- stage, a product is well established in the market.

(a) Growth (b) Maturity (c) Introduction (d) none of these.

180. The number of customers exposed to the brand is called -----.

(a) Brand equity (b) Brand licensing (c) Brand awareness.

181. There are ----- elements of promotion mix

(a) Four (b) Six (c) Five (d) Two.

182. ----- is the oral presentation in a conversation with one or more prospective buyers for the purpose of making sales.

(a) Samples (b) Rebates (c) Coupons (d) Money refund offer.

183. ----- is called printed salesmanship.

(a) Advertisement (b) Personal selling (c) Promotion (d) none of these.

184. ----- is a paid form of communication by an identified sponsor.

(a) Product (b) service (c) Advertisement (d) none of these.

185. The main object of ----- is to move forward a product, service or idea in a channel of distribution.

(a) Production (b) Promotion (c) Consumption (d) all of these.

186. ----- advertisement is used at the time of introducing a new product in the market.

(a) Selective (b) Reminder (c) Primary (d) none of these.

187. When the advertisement is to create an image or reputation of the firm, it is called -----
advertising.

(a) Institutional (b) advocacy (c) Comparative.

188. ----- is a creative presentation of ad message to make impact on the audience.

(a) product (b) Ad copy (c) Budget (d) all of these.

189. The central theme or idea of an ad message is known as -----.

(a) Ad themes (b) Ad copy (c) Ad messages (d) none of these.

190. ----- refers to gifts given to dealers or to sale force to push the manufacturers product.

(a) Trade allowance (b) specialty advertising (c) Dealer contests (d) Co-operative advertising.

191. ----- is the oral presentation in a conversation with one or more prospective buyer for the purpose of making sales.

(a) Advertising (b) branding (c) Personal selling.

192. Marketing management covers not only the market of goods but also the marketing of -----
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(a) Products (b) Services (c) Quality (d) none of these.

193. 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.

194. Department stores generally serves -----class.

(A) Poor (b) middle (c) rich (d) All of the above.

195. Premium pricing is also termed as -----.

(a) High pricing (b) Medium (c) Low (d) none of these.

196. During the ----- stage of PLC the sales grow at diminishing rates and profit start declining.

(a) Introduction (b) Maturity (c) Growth (d) none of these.

197. 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.

198. ----- means giving a name to the products by which it should become known and familiar among the public.

(a) Branding (b) Promotion (c) pricing (d) none of these.

199. ----- 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.

200. ----- is the marketing and financial value associated with a brands strength in a market

(a) Brand equity (b) Brand loyalty (c) Branding (d) none of these.

ANSWERS

1.A 2.A 3.D 4.A 5.D 6.D 7.C 8.A 9.C 10.A 11.A 12.C 13.B
14.B 15.B 16.C 17.A 18.A 19.D 20.A 21.B 22.A 23.A 24.A 25.C
26.C 27.D 28.C 29.D 30.A 31.A 32.D 33.C 34.A 35.C 36.A 37.C
38.B 39.A 40.A 41.A 42.B 43.C 44.D 45.D 46.B 47.A 48.A 49.B
50.D 51.C 52.D 53.A 54.A 55.B 56.A 57.B 58.C 59.D 60.A 61.A
62.C 63.C 64.C 65.C 66.D 67.B 68.A 69.C 70.A 71.A 72.C 73.B
74.D 75.A 76.C 77.A 78.D 79.B 80.B 81.A 82.B 83.C 84.A 85.C
86.B 87.C 88.A 89.D 90.B 91.A 92.C 93.B 94.C 95.D 96.B 97.A
98.B 99.C 100.B 101.A 102.A 103.C 104.D 105.B 106.C 107.D 108.A 109.B
110.C 111.A 112.B 113.C 114.A 115.A 116.B 117.B 118.A 119.C 120.B 121.C
122.A 123.D 124.B 125.A 126.B 127.A 128.C 129.D 130.A 131.C 132.B 133.D
134.D 135.B 136.A 137.C 138.D 139.A 140.A 141.B 142.C 143.B 144.C 145.D
146.B 147.A 148.B 149.A 150.C 151.D 152.C 153.A 154.B 155.D 156.B 157.C
158.D 159.A 160.D 161.A 162.D 163.C 164.A 165.A 166.B 167.C 168.A 169.C
170.A 171.B 172.A 173.D 174.C 175.A 176.C 177.B 178.A 179.B 180.C 181.B
182.C 183.A 184.C 185.B 186.C 187.A 188.B 189.A 190.B 191.C 192.B 193.A
194.C 195.A 196.B 197.D 198.A 199.C 200.A.

