

MCQ Marketing management (203)

S.NO	Questions(1 mark each)	A	B	C	D	Answer
1	I am willing to buy a sport car but I do not have enough money to buy it. It is a _____	Demand	Desire	Need	Want	A
2	The buying process starts when a buyer recognize a _____.	Product	An advertisement for the product	A salesperson from a previous visit	Problem or need	D
3	7p's of marketing includes	process	people	physical evidence	all of these	D
4	Production concept focuses on	easy availability	quality	customers need	none of these	A
5	Porter's five forces does not includes	supplier power	buyer power	political power	competitive rivalry	C
6	_____ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share.	Market-skimming	Value-based	Market-penetration	Leader	C
7	In which stage of product life cycle, the company takes decision whether to maintain, harvest or drop the product?	Introduction	Growth	Maturity	Decline	D
8	In which stage of new product development process, the product and marketing programs are tested in realistic market settings?	Concept Development and Testing	Idea Screening	Test Marketing	Commercialization	C
9	The practice of selling two or more separate products together for a single price is	Bundling	Dumping	Both (A) and (B)	None of the above	A
10	What does the term PLC stands for?	Product life cycle	Production life cycle	Product long cycle	Production long cycle	A
11	A channel strategy that limits availability of products to a few carefully selected outlets in a given market area .	intensive distribution	selective distribution	exclusive distribution	none of these	B
12	_____ is a marketing channel that has no intermediary levels.	direct marketing channel	indirect channel	forward channel	hybrid channel	A

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13	The benefits of marketing channel are	cost saving	time saving	financial support given	all of these.	D
14	For a perishable products,channel has to be_____.	short	long	medium	none of these	A
15	Transportation,warehousing,inventory relates to_____.	product	price	promotion	place	D
16	"rather than intermediaries creating demands for the product,consumers demand the products from intermediaries who in turn demand it from"	push strategy	pull strategy	forward strategy		B
17	Difference between transaction selling and relationship selling	in transaction selling,buyers must pay cash	in relationship selling,buyers and sellers must be related.	in relationship selling,sellers work to provide value to customers	in transaction selling,transaction is the beginning of the relationship	C
18	In decling stage of PLC,which tool would be more preferred	sales promotion,	personal selling	advertising	publicity	A
19	_____ is any paid form of non personal persuasion and promotion of ideas,goods and services by an identified sponsor	advertising	personal selling	publicity	sales promotion	A
20	"the communication message can be adjusted as per customers specific needs or wants." this statement relates to	advertising	personal selling	publicity	sales promotion	B
21	The number of product lines a company carries is called	Product range	Product mix depth	Product mix width	Product line length	C
22	The skimming, penetration, bargaining and bundling are decided in the _____ of the Marketing Mix strategy.	Price Decisions	Place Decisions	Product Decisions	Promotion Decisions	A
23	The Branding strategy which uses a different brand name for each product is known as	Overall Family Branding	Line Family Branding	Individual Branding	Brand Extension	C

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24	In which stage of new product development process, the product and marketing programs are tested in realistic market settings?	Concept Development and Testing	Idea Screening	Test Marketing	Commercialization	C
25	Which of the following is a name, term, sign, symbol, design, or a combination of these, that identifies that maker or seller of a product or service?	Label	Co-brand	Brand	Product	C
26	Which of the following involves designing and manufacturing the container or wrapper for a product	Labeling	Packaging	Branding	Product line	B
27	The factors such as the buyer's age, life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept that influences buyer's decisions refers to which one of the following characteristic?	Personal characteristics	Psychological characteristics	Behavioral characteristics	Demographical characteristics	D
28	_____ is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.	Target marketing	Psychographic segmentation	Product Differentiation	Consumer behavior	D
29	Bread and milk are which kind of products?	Specialty Products	Convenience products	Shopping products	Unsought products	B
30	What is the basic property of a service which makes it different from a product.	Shape	Size	Very expensive	Intangibility	D

subjective questions (2 marks each)	
1	list out any two ways or techniques to motivate channel intermediaries.
2	differentiate between marketing and selling?(any two differences)
3	list out the steps involved in new product development process.(only points)
4	define introduction stage of product life cycle.
5	define push strategy of promotion mix.