

<u>Sl no</u>	<u>Questions</u>	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>Ans wer</u>
1	The term marketing refers to:	Advertising, Sales Promotion, Publicity and Public Relational activities	A new product needs ideas, Developments, concepts and improvements.	Sales Planning, Strategy and Implementation	A philosophy that stresses customer value and satisfaction	<u>D</u>
2	The term 'marketing mix' describes:	a composite analysis of all environmental factors inside and outside the firm	a series of business decisions that aid in selling a product	the relationship between a firm's marketing strengths and its business weaknesses	a blending of strategic elements to satisfy specific target markets	D
3	Which one of the following sets represents 4C's of the marketing mix?	Customer solution, cost, convenience, communication	Customer, cost, convenience, comfort	Convenience, communication, coverage, cost	Cost, coverage, communication, consultancy	D
4	The strategy of introducing new product in existing market is classified as	Market development	Market Penetration	Product development	Diversification	C
5	The final stage in the consumer decision process model is	Need recognition	Search	Pre-purchase evaluation	Post-purchase evaluation	C
6	Which among these is concerned with pricing policies for late entrants to a market.	Market penetration	Marketing research	Market skimming	Marketing skills	A
7	The unfavorable external factors or trends that may pose challenge to the company	Strength	Weaknesses	Opportunities	Threats	D
8	In which stage of the product life cycle is advertising and promotion aimed at retaining existing customers and persuading customers to switch from competitor products?	Introduction	Growth	Maturity	Declining	C

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9	The four Ps represent the sellers' view of the marketing tools available for influencing buyers. From a buyer's point of view, each marketing tool is designed to deliver a customer benefit. Robert Lauterborn suggested that the sellers' four Ps correspond to the customers' four Cs. The four Cs are _____.	customer focus, cost, convenience, and communication	customer solution, customer cost, convenience, and communication	convenience, control, competition, and cost	competition, cost, convenience, and communication	B
10	The firm uses any existing brand to introduce in market as a new product brand is classified as	Brand extension	Sub brand	parent brand	product extension	A
11	When the companies combine existing brand with new brands, the brands are called	Parent brand	Product extension	brand extension	sub brand	D
12	The pricing strategy practiced by company according to which prices are high for products at introduction stage and drops overtime is classified as	Push pricing strategy	Market Penetration pricing	Market skimming pricing	Quality leadership pricing	C
13	Which of the following is not a type of decision usually made during the product development stage?	Branding	product positioning	Packaging	Product Screening	A
14	A _____ is a detailed version of the idea stated in meaningful Consumer terms.	Product idea	Product image	Product concept	Product feature	C
15	The purpose of supply chain management is	provide customer satisfaction	improve quality of a product	integrating supply and demand management	increase production	C
16	Promotion mix includes Sales Promotion, Personal Selling, Advertising and	Marketing	Sales	Publicity	None of these	C
17	Which among the following is a Pull Strategy?	Trade promotion	Consumer Promotion	Sales Force Promotion	None of these	B
18	The strategy that encourages dealers and distributors to sell a product is known as	Push	Pull	Combination	Marketing	A
19	Creating image of product in the minds of target group is called	Marketing	positioning	Branding	Popularising	B

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20	Colgate is offering scholarships worth one lakh rupees to Indian students. This highlights	Advertising clutter	Corporate Social Responsibility	Advertising revolution	Mass advertising	B
21	After concept testing, a firm would engage in which stage for developing and marketing a new product?	Marketing strategy development	Business analysis	Product development	Test marketing	A
22	Which one of the following is NOT the stage that customers go through in the process of adopting a new product?	Awareness	Interest	Evaluation	Culture	D
23	Which one of the following concepts is a useful philosophy in a situation when the product's cost is too high and marketers look for ways to bring it	Selling concept	Product concept	Production Concept	Marketing Concepts	C
24	Customer's evaluation of the difference between all the benefits and all the costs of a marketing offer relative to those of competing offers refers to which of the following options?	Customer perceived value	Marketing myopia	Customer relationship management	Customer satisfaction	A
25	FMCG stands for ____	Functional mid priced consumer goods	Functional mid priced consumer goods	Financial moving consumer goods	Fast mid priced consumer goods	B
26	Markup pricing is also called as ____.	Cost pricing	Marginal priced	Cost plus pricing	Cost based pricing	C
27	Manufacturer †Consumer is an example for ____ level channel	Zero	Two	One	None of these	A
28	Free samples is given to consumers in case of ____.	Personal selling	Sales promotion	Advertising	Publicity	B
29	Age, income, gender are grouped under ____.	Geographic segmentation	Demographic segmentation	Psycho graphical segmentation	Behavioural segmentation	B
30	Life Style, personality, attitude are grouped under ____.	Geographic segmentation	Demographic segmentation	Psycho graphical segmentation	None of these	C
	<u>Subjective Questions</u>					
31	Define market segmentation ?					
32	Define the term Marketing ?					
33	What is meant by product line?					

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34	Explain meaning of Sales Promotion ?					
35	Explain the meaning of Advertising ?					

