### LIST OF ATTEMPTED QUESTIONS AND ANSWERS

<table>
<thead>
<tr>
<th>Type</th>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>True/False</td>
<td>A channel's length is also called as horizontal dimension.</td>
<td>False</td>
<td>False</td>
</tr>
<tr>
<td>Multiple Choice Single Answer</td>
<td>It concentrates on organisation design and workflow</td>
<td>Flotilla</td>
<td>Statistical quality control</td>
</tr>
<tr>
<td>Select The Blank</td>
<td>__________ distribution is used when a small percentage of customers account for a large part of sale.</td>
<td>Selective</td>
<td>Selective</td>
</tr>
<tr>
<td>Multiple Choice Multiple Answer</td>
<td>The reseller's assortment influences it's ___________________________</td>
<td>Marketing mix, Customer mix, Supplier mix</td>
<td>Marketing mix, Customer mix, Buyer mix</td>
</tr>
<tr>
<td>Select The Blank</td>
<td>Specific ________ emerge from broad stratfegies</td>
<td>Tactics</td>
<td>Objectives</td>
</tr>
<tr>
<td>Multiple Choice Single Answer</td>
<td>What is Market development?</td>
<td>Existing product-New market</td>
<td></td>
</tr>
</tbody>
</table>
Your Answer: New product-New market

**Multiple Choice Multiple Answer**

**Question**: Income, occupation, education, age, marital status are factors of which type of segmentation?

**Correct Answer**: Geographic, Demographic

**Your Answer**: Demographic

**Select The Blank**

**Question**: There are more number of substitutes for ________ products.

**Correct Answer**: Multi use

**Your Answer**: Multi use

**Multiple Choice Multiple Answer**

**Question**: These are the characteristics of services

**Correct Answer**: Sold on basis of benefits, Quality control is tough

**Your Answer**: Sold on basis of benefits, Quality control is tough

**Multiple Choice Multiple Answer**

**Question**: Planning of long term strategies are based on following factors:

**Correct Answer**: Opportunity, Objectives, Strategies, Situation assessment, Organisation mission, Resources

**Your Answer**: Strengths, Objectives, Strategies, Situation assessment, Organisation mission, Resources

**Select The Blank**

**Question**: Competition tends to focus on ________ as a product moves through its life cycle.

**Correct Answer**: Price

**Your Answer**: Quality

**Select The Blank**

**Question**: The onus of advertising, pricing and sales promotion policies is put on ________ distribution.
Correct Answer | Exclusive
Your Answer    | Integral

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>________is a strong internal stimulus impelling action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Drive</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Drive</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Market forecasts are available from sources like government</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Physical distribution management includes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Manufacturer, Middlemen, Warehouse operators</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Manufacturer, Customer, Middlemen, Warehouse operators</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Consumer behaviour is more challenging across international border.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Manufacturers offering variety of price promotions to their middlemen is called</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Trade promotion</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Trade-in allowance</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Total cost is the sum of ________ + Variable cost.</th>
</tr>
</thead>
</table>
### Multiple Choice Multiple Answer

**Question**
Money is invested by way of

**Correct Answer**
Debt, Equity

**Your Answer**
Risk, Equity

### Select The Blank

**Question**
_______ describes a person's favourable or unfavourable action tendencies towards object

**Correct Answer**
Attitudes

**Your Answer**
Attitudes

### Multiple Choice Single Answer

**Question**
Consumerism emerged in which era of Marketing?

**Correct Answer**
Sales

**Your Answer**
Sales

### Match The Following

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wide market coverage is achieved.</td>
<td>Intensive distribution.</td>
<td>Intensive distribution.</td>
</tr>
<tr>
<td>Helps in the process of matching demand and supply.</td>
<td>Marketing channel</td>
<td>Marketing channel</td>
</tr>
<tr>
<td>No intermediaries between producer and consumer.</td>
<td>Direct channel</td>
<td>Direct channel</td>
</tr>
<tr>
<td>Combining two or more levels of a channel under one participant's control.</td>
<td>Vertical integration</td>
<td>Vertical integration</td>
</tr>
</tbody>
</table>
### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Logistics is an area of potentially high cost saving and improves customer satisfaction.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Decline in buying power due to price levels rising more rapidly than income is called</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Inflation</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Inflation</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>In pure competition many sellers and buyers are there and have major effect on demand and supply of the product’s market price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>measures actual sales and not intentions to buy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Market tests</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Market tests</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>This strategic posture invests sufficiently to stay in the race but avoids pre-mature commitments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Reserve the right to play</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Reserve the right to play</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>As a person acquires additional units of a product, the amount of satisfaction (each unit adds to total satisfaction), is less than the previous unit. This is called</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Law of diminishing marginal utility</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Law of diminishing marginal utility</td>
</tr>
</tbody>
</table>
### Multiple Choice Single Answer

**Question**
New product forms and brands enter in which stage of product life cycle?

**Correct Answer**
Growth

**Your Answer**
Introductory

### Select The Blank

**Question**
____ leads to generalisation where similar stimulus generate the same kind of response

**Correct Answer**
Reinforcement

**Your Answer**
Cues

### True/False

**Question**
Marketer should keep company's mission and marketing objectives in mind while making pricing decisions.

**Correct Answer**
True

**Your Answer**
True

### Multiple Choice Multiple Answer

**Question**
Socio-cultural environment consists of

**Correct Answer**
Social class, Culture

**Your Answer**
Technology, Social class, Culture

### Multiple Choice Multiple Answer

**Question**
Commercial sources have following sources

**Correct Answer**
Advertising, Packaging, Sales persons

**Your Answer**
Advertising, Packaging, Mass media

### True/False

**Question**
After sales service is provided in a customer oriented firm

**Correct Answer**
True
### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product should be considered from the point of view of</td>
<td>Customer</td>
<td>Customer</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Types of Organisational Market</td>
<td>Reseller market, Industrial market,</td>
<td>Reseller market, Industrial market,</td>
</tr>
<tr>
<td></td>
<td>Government market</td>
<td>Government market</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research design is classified as :</td>
<td>Function, Methodology</td>
<td>Function, Methodology, Predictive,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Experimental</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A diet conscious person after playing football is thirsty. He opts for :-</td>
<td>Diet coke</td>
<td>Diet coke</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Idea screening&quot; stage reduces the number of ideas based on company's criteria.</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Categories of adopters are</td>
<td>Innovators, Early adopters, Laggards</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Innovators, Early adopters, Late adopters, Laggards</td>
</tr>
<tr>
<td>-------------</td>
<td>-------------------------------------------------</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Secondary data is cheaper and faster to collect than primary data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>This method enables the forecaster to take into consideration seasonal fluctuations and long term fluctuations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Time Series Analysis</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Time Series Analysis</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Wholesalers and retailers help manufacturer in carrying ________ flow to final buyers.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Title</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Title</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>&quot;Promotion&quot; is considered in conjunction with &quot;Convenience&quot;.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>To serve a market segment profitably means</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Sales revenue generated is more than cost of marketing effort</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Sales revenue generated is more than cost of marketing effort</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Uses of Market research are:</th>
</tr>
</thead>
</table>
**Match The Following**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motivational research</td>
<td>It analyses consumer motives</td>
<td>It is used to forecast future values such as sales revenue etc</td>
</tr>
<tr>
<td>Historical research</td>
<td>Uses past experiences to find solutions</td>
<td>Uses past experiences to find solutions</td>
</tr>
<tr>
<td>Survey research</td>
<td>Obtains data from respondents in person</td>
<td>Obtains data from respondents in person</td>
</tr>
<tr>
<td>Experimental research</td>
<td>One factor is constant and holding other factors</td>
<td>Tests hypothesis about the relationship between dependent variables</td>
</tr>
</tbody>
</table>
LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Multiple Choice Single Answer  
Question It is the process of identifying smaller markets within a larger market.  
Correct Answer Segmentation  
Your Answer Segmentation  

True/False  
Question Psychogenetic needs are intense enough to motivate a person to act immediately  
Correct Answer False  
Your Answer True  

Multiple Choice Single Answer  
Question Production creates which type of utility  
Correct Answer Form  
Your Answer Possession  

Match The Following  
Question Correct Answer Your Answer  
Correlation method Historical data Historical data  
Market forecast Industry trade associations Market potential  
Economic forecast Government Industry trade associations  
Sales forecast Sales volume Sales potential  

Multiple Choice Single Answer  
Question It sets a sales performance standard against which actual sales results can be compared with potential sales  
Correct Answer Sales forecast  
Your Answer Sales forecast  

True/False  
Question Market segmentation is the decision to identify different groups that compose the market and to develop specific product for each of these groups.  
Correct Answer False  
Your Answer True  

True/False  
Question Demand is highly elastic for industrial goods  
Correct Answer False  
Your Answer True  

Select The Blank  
Question The factor of satisfaction and ________ motives are consistent in society  
Correct Answer Profit  
Your Answer Profit  

Multiple Choice Single Answer  
Question Recession stage in business cycle is also called  
Correct Answer Slowdown  
Your Answer Slowdown  

Select The Blank
MM1

Question  Customer’s changing wants and their behaviour can be better understood in ________ distribution.
Correct Answer  Direct
Your Answer  Horizontal

Multiple Choice  Multiple Answer

Question  What is Statistical Quality Control(SQC)
Correct Answer  Identifies quality and productivity from a production process, Identifies impact of any change on performance, Instantly spots malfunctions and show where they occur
Your Answer  Identifies quality and productivity from a production process, Identifies impact of any change on performance, Integrates manufacturing with business strategy

True/False

Question  After sales service is provided in a customer orientated firm
Correct Answer  True
Your Answer  True

Multiple Choice  Single Answer

Question  Quantity discrepancy for a convenience product in a marketing channel is adjusted by :
Correct Answer  Retailer
Your Answer  Retailer

Select The Blank

Question  Specific ________ emerge from broad strategies
Correct Answer  Tactics
Your Answer  Plans

Multiple Choice  Multiple Answer

Question  After the new product has passed the conceptual stages it becomes more concrete in which stages?
Correct Answer  Test marketing, Commercialisation, Product development
Your Answer  Test marketing, Product development, Marketing strategy development

True/False

Question  Formal planning provides clearer performance standards.
Correct Answer  True
Your Answer  True

Select The Blank

Question  Toffees and chocolates, magazines etc are examples of ________ products
Correct Answer  Impulse
Your Answer  Impulse

Select The Blank

Question  Competition tends to focus on ________ as a product moves through its life cycle.
Correct Answer  Price
Your Answer  Price

Multiple Choice  Multiple Answer

Question  The tangible inputs in a business are
Correct Answer  Capital, Machine, Time
Your Answer  Technology, Machine, Capital

True/False

Question  Consumer behaviour is more challenging across international
Correct Answer True
Your Answer False

Multiple Choice Single Answer
Question Safety stock available with a company is 200 units and seasonal stock is 150 units. The usage rate of the product is 5 units/day and lead time is of 10 days. Calculate the basic stock.
Correct Answer 400 units
Your Answer 400 units

Select The Blank
Question _______ is some characteristic of people in the market that helps in dividing it.
Correct Answer Factor
Your Answer Age

True/False
Question The key to successful new product introduction lies in a systems approach.
Correct Answer True
Your Answer True

True/False
Question Marketing involves a backward communication from consumer to producer.
Correct Answer True
Your Answer False

Select The Blank
Question _______ product is sold for use in producing other goods or services.
Correct Answer Industrial
Your Answer Industrial

Multiple Choice Multiple Answer
Question Senses in our body are
Correct Answer Taste , Touch , See
Your Answer Taste , Touch , See

Multiple Choice Multiple Answer
Question Planning of long term strategies are based on following factors:
Correct Answer Opportunity , Objectives, Strategies, Situation assessment, Organisation mission , Resources
Your Answer Strengths , Objectives, Strategies, Situation assessment, Organisation mission , Resources

Select The Blank
Question _______ can price it’s product without any regard to competitor.
Correct Answer Pure monopolist
Your Answer Monopolist

Multiple Choice Single Answer
Question The greatest amount of satisfaction comes from which utility
Correct Answer Possession
Your Answer Possession

Multiple Choice Single Answer
Question The input to 'Stimulus Response Model' is
Correct Answer Stimuli
Your Answer Stimuli

True/False

Question Secondary data is cheaper and faster to collect than primary data
Correct Answer True
Your Answer False

Multiple Choice Multiple Answer

Question For exchange to take place, which conditions must be satisfied?
Correct Answer Each party is capable of communication and delivery, Atleast two parties, Each party has something that might be of value to the other party
Your Answer Atleast two parties, Each party is capable of communication and delivery, Each party has something that might be of value to the other party

Multiple Choice Multiple Answer

Question For a low involvement regular purchase product, consumer goes through what all stages of buying process
Correct Answer Need recognition, Purchase decision
Your Answer Need recognition, Information research, Evaluation of alternatives

Multiple Choice Single Answer

Question "How much to order" is also called as
Correct Answer Basic stock
Your Answer Safety stock

Match The Following

Question Correct Answer Your Answer

Many sellers and buyers and none of them have much effect on the total demand, supply and product’s market price Pure competition Monopolistic

Only one seller and no competition permitted legally Monopoly

Few sellers but account for bulk of industry’s sales Oligopoly

Many sellers and buyers and each seller’s offering is somewhat different than others Monopolistic Pure competition

Select The Blank

Question The demand for a product is _________ when price cut causes revenue to increase.
Correct Answer Price elastic
Your Answer Price elastic

Multiple Choice Multiple Answer

Question Characteristics of mass market strategy are:
Correct Answer One market mix for target market, One distribution and promotion strategy
Your Answer One market mix for target market, Number of pricing strategies, Inventory and distribution costs are high

Multiple Choice Multiple Answer

Question Socio-cultural environment consists of
Correct Answer Social class, Culture
Your Answer  Technology, Social class, Culture

Multiple Choice Multiple Answer
Question  What is Marginal cost?
Correct Answer  The additional cost of each unit of product, It ignores non price competition, Marginal revenue is less than average revenue.
Your Answer  The additional cost of each unit of product, It ignores non price competition, It is useful for new products.

Multiple Choice Single Answer
Question  The tool that a sender uses to reach to the receiver is called:
Correct Answer  Message
Your Answer  Message

Multiple Choice Single Answer
Question  This strategic posture invests sufficiently to stay in the race but avoids pre-mature commitments.
Correct Answer  Reserve the right to play
Your Answer  Shapers

Multiple Choice Single Answer
Question  Lead time for a product is 10 days and usage rate is 6 units/day. Reorder point will be
Correct Answer  60 units
Your Answer  60 units

Multiple Choice Single Answer
Question  What is diversification?
Correct Answer  New product-New market
Your Answer  Existing product-New market

Multiple Choice Multiple Answer
Question  Ways to make people do trial purchases?
Correct Answer  Coupon offers, Discounts, Samples
Your Answer  Good packaging, Discounts, Samples

True/False
Question  Staffing function applies to all company levels irrespective of levels of hierarchy.
Correct Answer  True
Your Answer  True

Multiple Choice Multiple Answer
Question  The culture of a company is conveyed through
Correct Answer  Rites, Myths, Rituals
Your Answer  Rites, Rituals, Style

Select The Blank
Question  _________ measures actual sales and not intentions to buy
Correct Answer  Market tests
Your Answer  Simple trend analysis

Marketing Management Assgn 2 -Senthil
True/False
Question  In negotiated contracts, the bid selected by buyer is not necessarily the lowest.
Correct Answer  True
Your Answer  True

Multiple Choice Multiple Answer
Question  Trade promotions include
Correct Answer  Push money allowance, Promotional allowance
Your Answer  Push money allowance, Cash rebates, Promotional allowance,
Damaged goods allowance
True/False
Question Change in company’s strategy gives rise to problems necessitating a new structure to be made
Correct Answer True
Your Answer False
Multiple Choice Multiple Answer
Question What is break down approach
Correct Answer Sales potential varies with country’s general level of economic activity, Market and sales potential is based on economic forecast, Number of units that a buyer buys is multiplied by the total number of potential buyers in that territory to arrive at total sales
Your Answer Sales potential varies with country’s general level of economic activity, Market and sales potential is based on economic forecast, Number of units that a buyer buys is multiplied by the total number of potential buyers in that territory to arrive at total sales
True/False
Question Consumer behaviour is easy to understand in familiar country like India for Indians.
Correct Answer False
Your Answer True
Select The Blank
Question Buyer’s response in ________ method may not be applicable in other markets
Correct Answer Market tests
Your Answer Market tests
True/False
Question The demand for a specific brand within a product category is called selective demand.
Correct Answer True
Your Answer True
Multiple Choice Single Answer
Question Deciding on the number of intermediaries to be employed by a producer is called:
Correct Answer Intensity distribution
Your Answer Integral distribution
Match The Following
Question Correct Answer Your Answer
Ballast business Fit well but low opportunities Fit well but low opportunities
Gap analysis Difference between desired and projected performance Some fit and some misfit
Corporate parenting Managing SBU’s by a corporate Managing SBU’s by a corporate
Heartland business Give the highest priority Give the highest priority
Multiple Choice Multiple Answer
Question These products move through short channels:
Correct Answer: Eggs, Bread, Clothing, Cement
Your Answer: Clothing, Maruti 800 Car

Multiple Choice Single Answer
Question: What is Exclusive Assortment?
Correct Answer: Carrying the line of only one manufacturer
Your Answer: Carrying many unrelated product lines

Select The Blank
Product means the ________ and services the company offers the target market.
Correct Answer: Goods
Your Answer: Value

Select The Blank
Firm's that lack promotional skills rely on ________ for promotional push.
Correct Answer: Middlemen
Your Answer: Advertising agents

Select The Blank
Government units that purchase or rent goods for carrying out main functions of government is called
Correct Answer: Government Market
Your Answer: Reseller Market

Select The Blank
Low value but bulky products move through________ channels.
Correct Answer: Short
Your Answer: Direct

True/False
Consumer needs are matched with the company capabilities and goals in marketing process.
Correct Answer: True
Your Answer: True

Multiple Choice Multiple Answer
Major role of promotion is to:
Correct Answer: Inform, Remind, Persuade
Your Answer: Remind, Persuade, Inform

Factors affecting demand of a product?
Correct Answer: Population, Increase in buying power
Your Answer: Decrease in buying power, Buyer preferences

Select The Blank
________ can price it's product without any regard to competitor.
Correct Answer: Pure monopolist
Your Answer: Monopolist

Select The Blank
________ are difficult to change
Correct Answer: Attitudes
Your Answer: Habits

Select The Blank
________ exists when a few large independent firm accounts for bulk of an industry's sales.
Correct Answer: Oligopoly
Your Answer  Pure oligopoly
Multiple Choice  Single Answer
Question  Production creates which type of utility
Correct Answer  Form
Your Answer  Possession
Select The Blank
Question  Optimum marketing mix is obtained using analysis, ________. implementation and control.
Correct Answer  Planning
Your Answer  Planning
Multiple Choice  Multiple Answer
Question  Socio-cultural environment consists of
Correct Answer  Social class , Culture
Your Answer  Social class , Culture
True/False
Question  The super structure indicates ways in which company’s tasks are integrated or coordinated
Correct Answer  True
Your Answer  True
Multiple Choice  Single Answer
Question  It sets a sales performance standard against which actual sales results can be compared with potential sales
Correct Answer  Sales forecast
Your Answer  Sales forecast
Multiple Choice  Single Answer
Question  It is a paid form of non personal communication.
Correct Answer  Advertising
Your Answer  Advertising
Multiple Choice  Multiple Answer
Question  What are the stages in new product development ?
Correct Answer  Idea screening , Market testing , Commercialisation
Your Answer  Idea screening , Market testing , Commercialisation
Select The Blank
Question  ________ is a descriptive thought that a person holds about something
Correct Answer  Belief
Your Answer  Belief
Match The Following

<table>
<thead>
<tr>
<th>Product related consumer characteristics</th>
<th>Brand loyalty, Type of usage</th>
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<tr>
<td>Brand loyalty, Type of usage</td>
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<tr>
<th>Demographic</th>
<th>Age, Sex, Sex</th>
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<td>Psychographic</td>
<td>Social class, Lifestyle</td>
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<td>Geographic variables</td>
<td>City, Region</td>
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<tr>
<td></td>
<td>City, Region</td>
</tr>
</tbody>
</table>

True/False
Question  A company’s pricing objectives are influenced by time and circumstances
Correct Answer True
Your Answer True
Select The Blank
Question Major reason for success for new product is ________
product.
Correct Answer Superior
Your Answer Superior
Multiple Choice Single Answer
Question The company earns an acceptable rate of return on their net sales. This profitability objective is called:
Correct Answer Target return
Your Answer Profit maximisation
Multiple Choice Single Answer
Question It helps an organisation to cope with future by setting objectives and making strategies to achieve them
Correct Answer Planning
Your Answer Planning
Multiple Choice Multiple Answer
Question These are the characteristics of services
Correct Answer Sold on basis of benefits, Quality control is tough
Your Answer Sold on basis of benefits, Quality control is tough
Multiple Choice Single Answer
Question Feedback is fastest in which of the following channels:
Correct Answer Personal selling
Your Answer Personal selling
True/False
Question Each product and brand has a status symbol potential
Correct Answer True
Your Answer True
Multiple Choice Multiple Answer
Question The areas which become active after promotion budgets have been set and funds are allocated to promotion mix elements.
Correct Answer Sales management, Advertising
Your Answer Sales management, Advertising
True/False
Question Diversification strategy involves diversifying away from their original core businesses
Correct Answer True
Your Answer False
Multiple Choice Single Answer
Question What is diversification?
Correct Answer New product–New market
Your Answer New product–Existing market
Multiple Choice Multiple Answer
Question After the new product has passed the conceptual stages it becomes more concrete in which stages?
Correct Answer Test marketing, Commercialisation, Product development
Your Answer Test marketing, Commercialisation, Product development, Marketing strategy development
Multiple Choice Multiple Answer
Question Total cost concept includes
Correct Answer: Damaged goods, Inventory obsolescence, Transportation

Multiple Choice Single Answer
Question: These are the elements of a plan that specify how objectives are to be achieved
Correct Answer: Strategies
Your Answer: Strategies

Multiple Choice Single Answer
Question: Members of this class neither possess family status nor unusual wealth but their primary concern is career
Correct Answer: Upper-Middle
Your Answer: Upper-Middle

Multiple Choice Single Answer
Question: It refers to the effect price changes have on quantity demanded of a product and the firm’s sales revenue.
Correct Answer: Demand elasticity
Your Answer: Demand elasticity

Select The Blank
Question: Demographic, cultural, political, natural etc combine to form _______ environment.
Correct Answer: Macro
Your Answer: Macro

True/False
Question: "The customer is always right" is the spirit of marketing concept.
Correct Answer: True
Your Answer: True

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

True/False
Question: Marketing concept provides a balance to the exchange process within the social system
Correct Answer: True
Your Answer: True

Multiple Choice Multiple Answer
Question: The culture of a company is conveyed through
Correct Answer: Rites, Myths, Rituals
Your Answer: Rites, Myths, Rituals

Select The Blank
Question: The factor of satisfaction and ________ motives are consistent in society
Correct Answer: Profit
Your Answer: Profit
Select The Blank

Question A speciality product is ________ intensively distributed than a shopping product
Correct Answer Less
Your Answer Less

Multiple Choice Multiple Answer

Question The areas which become active after promotion budgets have been set and funds are allocated to promotion mix elements.
Correct Answer Sales management, Advertising
Your Answer Sales promotion, Advertising

True/False

Question Sales contests, consumer contests are examples of public relations.
Correct Answer False
Your Answer False

Select The Blank

Question Concentration on that segment of market which has the maximum number of people is called ________
Correct Answer Market fallacy
Your Answer Market fallacy

Multiple Choice Single Answer

Question This allows a marketer to adjust the actual price a customer pays for new product without reducing it's list price
Correct Answer Trade-in allowance
Your Answer Trade-in allowance

Select The Blank

Question The demand for a product is ________ when price cut causes revenue to increase.
Correct Answer Price elastic
Your Answer Price elastic

Multiple Choice Single Answer

Question Production creates which type of utility
Correct Answer Form
Your Answer Form

Multiple Choice Multiple Answer

Question An unhealthy portfolio has
Correct Answer Few stars, More dogs
Multiple Choice Multiple Answer
Question: For a low involvement regular purchase product, consumer goes through what all stages of buying process
Correct Answer: Need recognition, Purchase decision
Your Answer: Need recognition, Purchase decision

True/False
Question: Marketer should keep company’s mission and marketing objectives in mind while making pricing decisions.
Correct Answer: True
Your Answer: True

Match The Following
Question: Correct Answer: Your Answer
Exclusive Assortment: Carrying the line of only one manufacturer
Negotiated Contract: Direct negotiation with one or more companies covering project and terms
Deep Assortment: Carrying a product family in depth, drawing on many producer’s output

Multiple Choice Single Answer
Question: “Image building” objectives are common in which type of market structure?
Correct Answer: Oligopoly
Your Answer: Competition

Select The Blank
Question: ________ leads to generalisation where similar stimulus generate the same kind of response
Correct Answer: Reinforcement
Your Answer: Reinforcement

True/False
Question: Companies have strengths in a number of areas but their key strength are few in number
Match The Following

Question Correct Answer Your Answer

Customer is the focal point in Marketing Marketing

Tangible sources Capital, machines, raw material Capital, machines, raw material

Intangible sources Information, time and technology Information, time and technology

Consumer to producer Backward communication Backward communication

Multiple Choice Multiple Answer

Question Limitations of Traditional cost accounting are
Correct Answer Assumes factory as an isolated entity, It measures only the cost of producing
Your Answer Assumes factory as an isolated entity, It measures only the cost of producing

Multiple Choice Single Answer

Question A diet conscious person after playing football is thirsty. He opts for :-
Correct Answer Diet coke
Your Answer Diet coke

Multiple Choice Single Answer

Question The greatest amount of satisfaction comes from which utility
Correct Answer Possession
Your Answer Possession

True/False

Question Market forecasts are available from sources like government
Correct Answer False
Your Answer False

Multiple Choice Single Answer

Question "When to order" is called
Correct Answer Re-order point
Your Answer Re-order point
Multiple Choice Single Answer
Question In which stage of Product life cycle, brand choice is heavily influenced by reference group
Correct Answer Maturity
Your Answer Maturity

Multiple Choice Single Answer
Question These are the elements of a plan that specify how objectives are to be achieved
Correct Answer Strategies
Your Answer Strategies

Multiple Choice Single Answer
Question Major components of marketing mix are:
correct Answer Product
Your Answer Product

Multiple Choice Single Answer
Question It indicates the degree of differentiation
Correct Answer Structure
Your Answer Culture

Multiple Choice Multiple Answer
Question What are psychogenetic needs
Correct Answer Belonging, Recognition
Your Answer Belonging, Recognition

Select The Blank
Question ________ guides the development of advertisements and personal sales presentations.
Correct Answer AIDA
Your Answer AIDA

Multiple Choice Multiple Answer
Question Adoption rate will be higher and faster if the product has
Correct Answer Lower price, Greater utility, Compatibility with society
Your Answer Complexity, Compatibility with society

Multiple Choice Single Answer
Question It is a reduction in list price granted to channel members for performing marketing functions
Correct Answer Trade discount
Your Answer Trade discount
Select The Blank

Question Product, price, place and promotion are the 4p’s of ________
mix

Correct Answer Marketing
Your Answer Marketing

True/False

Question The cultural environment shows long term trends towards a hedonistic society.

Correct Answer True
Your Answer True

Multiple Choice Multiple Answer

Question Types of Organisational Market

Correct Answer Reseller market, Industrial market, Government market
Your Answer Reseller market, Industrial market, Government market

Multiple Choice Multiple Answer

Question Characteristics of Effective segmentation

Correct Answer Actionable, Measurable, Accessible
Your Answer Actionable, Measurable, Accessible

Multiple Choice Multiple Answer

Question Disadvantages of Primary data are:

Correct Answer Cost factor, Time factor
Your Answer Cost factor, Time factor, Credibility

Multiple Choice Single Answer

Question Members of this class neither possess family status nor unusual wealth but their primary concern is career

Correct Answer Upper-Middle
Your Answer Upper-Middle

True/False

Question A channel’s length is also called as horizontal dimension.

Correct Answer False
Your Answer False

True/False

Question Change in company structure from divisional to matrix also mean changes in the systems in various degrees

Correct Answer True
Your Answer False
Multiple Choice Single Answer
Question It limits the alternatives that a decision maker takes in a given situation
Correct Answer Policy
Your Answer Policy

Multiple Choice Multiple Answer
Question Total cost includes:
Correct Answer Fixed cost, Variable cost
Your Answer Fixed cost, Variable cost

Multiple Choice Single Answer
Question Government units that purchase or rent goods for carrying out main functions of government is called
Correct Answer Government Market
Your Answer Government Market

Select The Blank
Question _______ is a descriptive thought that a person holds about something
Correct Answer Belief
Your Answer Belief

Select The Blank
Question Specific _______ emerge from broad strategies
Correct Answer Tactics
Your Answer Objectives

Multiple Choice Single Answer
Question It focuses on one or more selected market segments and develops separate marketing mix for each segment
Correct Answer Target Marketing
Your Answer Target Marketing

Select The Blank
Question Product _______ plays a major role in distribution strategy.
Correct Answer Awareness
Your Answer Awareness

True/False
Question Buyers are geographically concentrated in the consumer market.
Correct Answer False

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Your Answer False

Multiple Choice Single Answer
Question D in AIDA stands for :
Correct Answer Desire
Your Answer Demand

Multiple Choice Multiple Answer
Question Senses in our body are
Correct Answer Taste, Touch, See
Your Answer Taste, Touch, See

True/False
Question Shorter production runs are required to produce large number of products in multi-segment strategy
Correct Answer True
Your Answer True

True/False
Question Changes in consumer’s buying patterns affects channel’s horizontal and vertical dimensions.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question The areas which become active after promotion budgets have been set and funds are allocated to promotion mix elements.
Correct Answer Sales management, Advertising
Your Answer Pricing, Sales promotion, Sales management, Advertising

True/False
Question “To increase the market share of our product” Is it a well defined objective?
Correct Answer False
Your Answer True

Multiple Choice Single Answer
Question It indicates the degree of differentiation
Correct Answer Structure
Your Answer Status

Multiple Choice Multiple Answer
Question Product characteristics that influence channel selection are
Correct Answer Complexity, Perishability, Weight
Your Answer Complexity, Perishability, Buyer wants for a specific product

Multiple Choice Single Answer
Question It concentrates on organisation design and work flow
Correct Answer Flotilla
Your Answer Systems approach
Multiple Choice Multiple Answer
Question Key concepts of systems view of management includes
Correct Answer Optimisation concept, Total cost concept, Cost trade-off concept
Your Answer Optimisation concept, Total cost concept, Cost trade-off concept, Inventory carrying cost concept

Multiple Choice Multiple Answer
Question Characteristics of Effective segmentation
Correct Answer Actionable, Measurable, Accessible
Your Answer Actionable, Measurable, Reciprocal, Accessible

Multiple Choice Multiple Answer
Question Criteria for choosing distribution channels are:
Correct Answer Market coverage, Control, Costs
Your Answer Market coverage, Control, Costs, Buyer characteristics

Multiple Choice Multiple Answer
Question These are the characteristics of services
Correct Answer Sold on basis of benefits, Quality control is tough
Your Answer Sold on basis of benefits, Mechanised and automated, Quality control is tough

Match The Following
Question Correct Answer Your Answer
Customer is the focal point in Marketing Marketing
Tangible sources Capital, machines, raw material Capital, machines, raw material
Intangible sources Information, time and technology Information, time and technology
Consumer to producer Backward communication Forward communication

Select The Blank
Question __________ concept increases the efficiency of economic system
Correct Answer Marketing
Your Answer Marketing

True/False
Question Product concept testing through physical presentation increase the reliability of test.
Correct Answer True
Your Answer True

True/False
Question The demand for necessities tends to be more price elastic than the demand for luxury products.
Correct Answer False
Your Answer True
Select The Blank

Multiple Choice Multiple Answer

Match The Following

Multiple Choice Single Answer

Multiple Choice Multiple Answer

True/False
Select The Blank
Question The onus of advertising, pricing and sales promotion policies is put on ________ distribution.
Correct Answer Exclusive
Your Answer Exclusive

Select The Blank
Question The cost of warehousing, transportation, inventory and handling products together constitutes ________ concept.
Correct Answer Total cost
Your Answer Fixed cost

Multiple Choice Single Answer
Question It is his duty to analyse and convert data to information
Correct Answer Researcher
Your Answer Marketing Manager

Select The Blank
Question Firm’s that lack promotional skills rely on ________ for promotional push.
Correct Answer Middlemen
Your Answer Advertising agents

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer Form
Your Answer Possession

True/False
Question A company’s pricing objectives are influenced by time and circumstances
Correct Answer True
Your Answer True

Select The Blank
Question ________ directs the flow of goods and services from the producer to the ultimate consumer
Correct Answer Marketing
Your Answer Marketing

Select The Blank
Question Messages are made of ________
Correct Answer Symbols
Your Answer Words

Select The Blank
Question The research objectives are stated as ________ to be tested
Correct Answer Hypothesis
Your Answer Data

True/False
Question: Boston consultance group Matrix focusses on future business.
Correct Answer: False
Your Answer: True

True/False
Question: Storage helps firms balance supply and demand.
Correct Answer: True
Your Answer: True

Multiple Choice Single Answer
Question: This strategic posture takes the current industry structure and its future evolution as given and then react to the opportunities the market offers.
Correct Answer: Adapters
Your Answer: Options

Multiple Choice Multiple Answer
Question: Conditions for a Successful Communication are:
Correct Answer: Sender transmits message, Receiver receives message
Your Answer: Sender transmits message, Receiver receives message, Message has meaning

Multiple Choice Single Answer
Question: 4p's of Marketing should be considered in conjunction with
Correct Answer: 4C's
Your Answer: 4C's

Multiple Choice Single Answer
Question: When the quantity bought remains steady regardless of change in price, it is called
Correct Answer: Price inelastic
Your Answer: Price elastic

Multiple Choice Multiple Answer
Question: Marketing channels for consumer products is longer because
Correct Answer: Number of consumers are more, Consumers buy smaller quantities, Buying patterns of consumers is easy to detect.
Your Answer: Number of consumers are more, Consumers are geographically concentrated, Consumers buy smaller quantities

Multiple Choice Single Answer
Question: "How much to order" is also called as
Correct Answer: Basic stock
Your Answer: Re-order point

True/False
Question: Firms that lack promotional capabilities rely on middlemen.
Correct Answer: True
Your Answer: True

Multiple Choice Single Answer
Question: The greatest amount of satisfaction comes from which utility

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Correct Answer Possession  
Your Answer Possession

Multiple Choice Multiple Answer  
Question What are psychogenetic needs  
Correct Answer Belonging, Recognition  
Your Answer Belonging, Recognition

Select The Blank  
Question ________ provides more information than Advertising and is relatively inexpensive.  
Correct Answer Publicity  
Your Answer Public relations

Select The Blank  
Question ________ is seen as an integral process that converts materials into goods  
Correct Answer Systems  
Your Answer Statistical quality control

Select The Blank  
Question ________ measures actual sales and not intentions to buy  
Correct Answer Market tests  
Your Answer Correlation method

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Multiple Choice Multiple Answer  
Question Trade promotions include  
Correct Answer Push money allowance, Promotional allowance  
Your Answer Push money allowance, Cash rebates, Promotional allowance

Multiple Choice Single Answer  
Question What is product development?  
Correct Answer New product—Existing market  
Your Answer Existing product—New market

True/False  
Question Firms that lack promotional capabilities rely on middlemen.  
Correct Answer True  
Your Answer True

Select The Blank  
Question Customers are brand, style and type conscious when buying ________ products.  
Correct Answer Special  
Your Answer Convenience
Multiple Choice Multiple Answer
Question The tangible inputs in a business are
Correct Answer Capital, Machine, Time
Your Answer Capital, Technology, Machine

Multiple Choice Multiple Answer
Question Ways to make people do trial purchases?
Correct Answer Coupon offers, Discounts, Samples
Your Answer Coupon offers, Discounts, Samples

Multiple Choice Single Answer
Question It appraises the organisation’s capacity to respond to these opportunities and threats
Correct Answer Organisational assessment
Your Answer Organisational assessment

True/False
Question Marketing channels move products from customers to manufacturer.
Correct Answer False
Your Answer False

Select The Blank
Question ________ is some characteristic of people in the market that helps in dividing it.
Correct Answer Factor
Your Answer Age
products.
Correct Answer Multi use
Your Answer Shopping

True/False
Question The demand for necessities tends to be more price elastic than the demand for luxury products.
Correct Answer False
Your Answer False

True/False
Question Survey of buyers’ intentions technique is comparatively costly and the data gathered is of questionable value.
Correct Answer True
Your Answer True

Select The Blank
Question _______ method is suitable for products with a stable demand pattern
Correct Answer Simple trend analysis
Your Answer Simple trend analysis

True/False
Question Diversification strategy involves diversifying away from their original core businesses
Correct Answer True
Your Answer True

Select The Blank
Question _______ occurs when people inspite of being qualified and experienced and trained have to settle for a low level job.
Correct Answer Underemployment
Your Answer Inflation

Multiple Choice Single Answer
Question The greatest amount of satisfaction comes from which utility
Correct Answer Possession
Your Answer Time

Multiple Choice Multiple Answer
Question Market segmentation can be done on the basis of following factors
Correct Answer Psychographic , Demographic , Geographic
Your Answer Psychographic , Demographic , Geographic , Economic
Multiple Choice Single Answer
Question Who provides time and place utility?
Correct Answer Intermediary
Your Answer Supplier

Multiple Choice Single Answer
Question What is the most important promotion activity required in Industrial buying process
Correct Answer Personal selling
Your Answer Advertising

Select The Blank
Question _______is a strong internal stimulus impelling action
Correct Answer Drive
Your Answer Belief

Select The Blank
Question Module of Flotilla strikes an optimum balance of ________ and flexibility
Correct Answer Standardisation
Your Answer Standardisation

Select The Blank
Question The cost of warehousing, transportation, inventory and handling products together constitutes ________ concept.
Correct Answer Total cost
Your Answer Total cost

True/False
Question A company’s pricing objectives are influenced by time and circumstances
Correct Answer True
Your Answer True

True/False
Question Market segmentation is the decision to identify different groups that compose the market and to develop specific product for each of these groups.
Correct Answer False
Your Answer True

True/False
Question Marketing strategies are developed to support broad marketing objectives
Match The Following
Question Correct Answer Your Answer

Cash discount Given for paying promptly Given for paying promptly

Trade discount Reduction in list price to channel members Discount percentage increases as the quantity purchased increases

Cumulative quantity discount Discount percentage increases as the quantity purchased increases Applies to multiple orders

Non-cumulative quantity discount Applies to a single order Applies to a single order

Multiple Choice Single Answer
Question This method enables the forecaster to take into consideration seasonal fluctuations and long term fluctuations
Correct Answer Time Series Analysis
Your Answer Sales Forecast

Multiple Choice Multiple Answer
Question Uses of Market research are:
Correct Answer Advertising effectiveness , Sales forecasting , Identifying market trends
Your Answer Advertising effectiveness , Sales forecasting , Identifying market trends

Multiple Choice Multiple Answer
Question Types of product classification
Correct Answer Consumables , Durables , Services
Your Answer Consumables , Durables , Services

Multiple Choice Multiple Answer
Question Planning of long term strategies are based on following factors:
Correct Answer Opportunity , Objectives, Strategies, Situation assessment, Organisation mission , Resources
Your Answer Opportunity , Strengths , Objectives, Strategies, Situation assessment, Organisation mission , Resources

Multiple Choice Single Answer
Question The input to 'Stimulus Response Model' is
Multiple Choice Single Answer
Question The organisation focusses attention on one market segment and develops one marketing mix for that segment. This is known as:
Correct Answer Concentration
Your Answer Concentration

Multiple Choice Multiple Answer
Question Categories of adopters are
Correct Answer Innovators, Early adopters, Laggards
Your Answer Innovators, Early adopters

Multiple Choice Single Answer
Question It is the most influential primary reference group shaping a buyer’s behaviour
Correct Answer Family
Your Answer Family

Multiple Choice Single Answer
Question This discount is offered to customers to encourage them to remain loyal buyers
Correct Answer Quantity discount
Your Answer Trade discount

Multiple Choice Single Answer
Question An example of Want is:
Correct Answer Continental food
Your Answer Continental food

Select The Blank
Question ________ planning determines the number, location and ownership of warehouses.
Correct Answer Warehouse
Your Answer Inventory

Select The Blank
Question ________ product is sold for use in producing other goods or services
Correct Answer Industrial
Your Answer Industrial

Multiple Choice Single Answer
Members of this group are average white and blue collar workers who aim for better living.

Correct Answer: Middle class
Your Answer: Upper-Middle

Types of strategic business units are:

Correct Answer: Stars, Cash cows, Question marks
Your Answer: Stars, Cash cows, Goats

Groups having a direct influence on a person are called

Correct Answer: Membership groups
Your Answer: Homogeneous groups

A diet conscious person after playing football is thirsty. He opts for:

Correct Answer: Diet coke
Your Answer: Diet coke

Systems are formal and informal rules and regulations that complements the company structure.

Correct Answer: True
Your Answer: True

Pricing strategies change over the life cycle of the product.

Correct Answer: True
Your Answer: True

Production creates which type of utility?

Correct Answer: Form
Your Answer: Form

Characteristics of mass market strategy are:

Correct Answer: One market mix for target market, One distribution and promotion strategy
Your Answer: One market mix for target market, Number of pricing strategies, One distribution and promotion strategy
True/False
Question A channel’s length is also called as horizontal dimension.
Correct Answer False
Your Answer False

Multiple Choice Single Answer
Question It concentrates on organisation design and work flow
Correct Answer Flotilla
Your Answer Statistical quality control

Select The Blank
Question _______ distribution is used when a small percentage of customers account for a large part of sale.
Correct Answer Selective
Your Answer Selective

Multiple Choice Multiple Answer
Question The reseller’s assortment influences it’s
Correct Answer Marketing mix, Customer mix, Supplier mix
Your Answer Marketing mix, Customer mix, Buyer mix

Select The Blank
Question Specific _______ emerge from broad strategies
Correct Answer Tactics
Your Answer Objectives

Multiple Choice Single Answer
Question What is Market development?
Correct Answer Existing product-New market
Your Answer New product-New market

Multiple Choice Multiple Answer
Question Income, occupation, education, age, marital status are factors of which type of segmentation?
Correct Answer Geographic, Demographic
Your Answer Demographic

Select The Blank
Question There are more number of substitutes for _______ products.
Correct Answer Multi use
Your Answer Multi use
Multiple Choice Multiple Answer
Question These are the characteristics of services
Correct Answer Sold on basis of benefits, Quality control is tough
Your Answer Sold on basis of benefits, Quality control is tough

Multiple Choice Multiple Answer
Question Planning of long term strategies are based on following factors:
Correct Answer Opportunity, Objectives, Strategies, Situation assessment, Organisation mission, Resources
Your Answer Strengths, Objectives, Strategies, Situation assessment, Organisation mission, Resources

Select The Blank
Question Competition tends to focus on ________ as a product moves through its life cycle.
Correct Answer Price
Your Answer Quality

Select The Blank
Question The onus of advertising, pricing and sales promotion policies is put on ________ distribution.
Correct Answer Exclusive
Your Answer Integral

Select The Blank
Question ________is a strong internal stimulus impelling action
Correct Answer Drive
Your Answer Drive

True/False
Question Market forecasts are available from sources like government
Correct Answer False
Your Answer True

Multiple Choice Multiple Answer
Question Physical distribution management includes
Correct Answer Manufacturer, Middlemen, Warehouse operators
Your Answer Manufacturer, Customer, Middlemen, Warehouse operators

True/False
Question Consumer behaviour is more challenging across international border.
Correct Answer: True
Your Answer: True

Multiple Choice Single Answer
Question: Manufacturers offering variety of price promotions to their middlemen is called
Correct Answer: Trade promotion
Your Answer: Trade-in allowance

Select The Blank
Question: Total cost is the sum of ________ + Variable cost.
Correct Answer: Fixed cost
Your Answer: Fixed cost

Multiple Choice Multiple Answer
Question: Money is invested by way of
Correct Answer: Debt, Equity
Your Answer: Risk, Equity

Select The Blank
Question: ________ describes a person’s favourable or unfavourable action tendencies towards object
Correct Answer: Attitudes
Your Answer: Attitudes

Multiple Choice Single Answer
Question: Consumerism emerged in which era of Marketing?
Correct Answer: Sales
Your Answer: Sales

Match The Following
Question: Correct Answer: Your Answer
Wide market coverage is achieved. Intensive distribution. Intensive distribution.
Helps in the process of matching demand and supply. Marketing channel Marketing channel
No intermediaries between producer and consumer. Direct channel Direct channel
Combining two or more levels of a channel under one participant’s control. Vertical integration Vertical integration
True/False
Question Logistics is an area of potentially high cost saving and improves customer satisfaction.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Decline in buying power due to price levels rising more rapidly than income is called
Correct Answer Inflation
Your Answer Inflation

True/False
Question In pure competition many sellers and buyers are there and have major effect on demand and supply of the product’s market price
Correct Answer False
Your Answer True

Select The Blank
Question _______ measures actual sales and not intentions to buy
Correct Answer Market tests
Your Answer Market tests

Multiple Choice Single Answer
Question This strategic posture invests sufficiently to stay in the race but avoids pre-mature commitments
Correct Answer Reserve the right to play
Your Answer Reserve the right to play

Multiple Choice Single Answer
Question As a person acquires additional units of a product, the amount of satisfaction (each unit adds to total satisfaction), is less than the previous unit. This is called
Correct Answer Law of diminishing marginal utility
Your Answer Law of diminishing marginal utility

Multiple Choice Single Answer
Question New product forms and brands enter in which stage of product life cycle?
Correct Answer Growth
Your Answer Introductory

Select The Blank
Question _______ leads to generalisation where similar stimulus
generate the same kind of response
Correct Answer Reinforcement
Your Answer Cues

True/False
Question Marketer should keep company’s mission and marketing objectives in mind while making pricing decisions.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Socio-cultural environment consists of
Correct Answer Social class, Culture
Your Answer Technology, Social class, Culture

Multiple Choice Multiple Answer
Question Commercial sources have following sources
Correct Answer Advertising, Packaging, Sales persons
Your Answer Advertising, Packaging, Mass media

True/False
Question After sales service is provided in a customer oriented firm
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Product should be considered from the point of view of
Correct Answer Customer
Your Answer Customer

Multiple Choice Multiple Answer
Question Types of Organisational Market
Correct Answer Reseller market, Industrial market, Government market
Your Answer Reseller market, Industrial market, Government market

Multiple Choice Multiple Answer
Question Research design is classified as :
Correct Answer Function, Methodology
Your Answer Function, Methodology, Predictive, Experimental

Multiple Choice Single Answer
Question A diet conscious person after playing football is thirsty. He opts for :-
Correct Answer: Diet coke
Your Answer: Diet coke

True/False
Question: "Idea screening" stage reduces the number of ideas based on company's criteria.
Correct Answer: True
Your Answer: True

Multiple Choice Multiple Answer
Question: Categories of adopters are
Correct Answer: Innovators, Early adopters, Laggards
Your Answer: Innovators, Early adopters, Late adopters, Laggards

True/False
Question: Secondary data is cheaper and faster to collect than primary data.
Correct Answer: True
Your Answer: True

Multiple Choice Single Answer
Question: This method enables the forecaster to take into consideration seasonal fluctuations and long term fluctuations.
Correct Answer: Time Series Analysis
Your Answer: Time Series Analysis

Select The Blank
Question: Wholesalers and retailers help manufacturer in carrying _________ flow to final buyers.
Correct Answer: Title
Your Answer: Title

True/False
Question: "Promotion" is considered in conjunction with "Convenience".
Correct Answer: False
Your Answer: True

Multiple Choice Single Answer
Question: To serve a market segment profitably means
Correct Answer: Sales revenue generated is more than cost of marketing effort
Your Answer: Sales revenue generated is more than cost of marketing effort

Multiple Choice Multiple Answer
Question Uses of Market research are:
Correct Answer Advertising effectiveness, Sales forecasting, Identifying market trends
Your Answer Advertising effectiveness, Sales forecasting, Identifying market trends, MIS formation

Match The Following
Question Correct Answer Your Answer
Motivational research It analyses consumer motives It is used to forecast future values such as sales revenue etc
Historical research Uses past experiences to find solutions Uses past experiences to find solutions
Survey research Obtains data from respondents in person Obtains data from respondents in person
Experimental research One factor is constant and holding other factors Tests hypothesis about the relationship between dependent variables

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Multiple Choice Multiple Answer
Question Major role of promotion is to:
Correct Answer Persuade, Inform, Remind
Your Answer Persuade, Inform, Remind

True/False
Question A drive is a need that sufficiently presses a person to act
Correct Answer True
Your Answer True

True/False
Question The key to successful new product introduction lies in a systems approach.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question D in AIDA stands for:
Correct Answer Desire
Your Answer Desire

Multiple Choice Single Answer
Question: Higher the perceived quality of the product, higher will be the perceived price. Such products are called:
Correct Answer: Prestige
Your Answer: Prestige

Question: It refers to formal and informal rules, regulations and procedures that complements the company structure.
Correct Answer: Systems
Your Answer: Systems

Question: The output of Stimulus Response Model is
Correct Answer: Product decision
Your Answer: Product decision

Question: Style of a company are the patterns of actions taken by members of top management over a period of time.
Correct Answer: True
Your Answer: True

Question: Buyer’s response in ________ method may not be applicable in other markets
Correct Answer: Market tests
Your Answer: Market tests

Question: Services can be stored in inventory.
Correct Answer: False
Your Answer: False

Question: Consumer needs are matched with the company capabilities and goals in marketing process.
Correct Answer: True
Your Answer: True

Question: The participants in a communication process are:
Correct Answer: Source, Recipient
Your Answer: Source, Recipient
Select The Blank

Question ________ is synonymous with non-recurrent data system (RDS)
Correct Answer Market research
Your Answer Market research

True/False

Question Publicity is news carried in the mass media about a firm and its products, policies or actions.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer

Question Product characteristics that influence channel selection are
Correct Answer Complexity, Perishability, Weight
Your Answer Complexity, Perishability, Weight

Multiple Choice Multiple Answer

Question Limitations of Traditional cost accounting are
Correct Answer Assumes factory as an isolated entity, It measures only the cost of producing
Your Answer Assumes factory as an isolated entity, It measures only the cost of producing, It uses time as a unit of measure

Multiple Choice Single Answer

Question A diet conscious person after playing football is thirsty. He opts for :-
Correct Answer Diet coke
Your Answer Diet coke

Multiple Choice Multiple Answer

Question Criteria for choosing distribution channels are:
Correct Answer Market coverage, Control, Costs
Your Answer Market coverage, Control, Costs

Match The Following

Question Correct Answer Your Answer

Wide market coverage is achieved. Intensive distribution. Intensive distribution.
Helps in the process of matching demand and supply. Marketing channel
No intermediaries between producer and consumer. Direct channel
Direct channel
Combining two or more levels of a channel under one participant’s control.
Vertical integration

Select The Blank

Question In production era, demand is ________ than supply
Correct Answer Greater
Your Answer Greater

Multiple Choice Multiple Answer

Question How does ‘structure’ reduce external uncertainty arising out of human behaviour
Correct Answer Research and planning, Forecasting
Your Answer Division of labour, Departmentalisation

Match The Following

Question Correct Answer Your Answer
Many sellers and buyers and none of them have much effect on the total demand, supply and product’s market price Pure competition Pure competition
Only one seller and no competition permitted legally Monopoly Pure monopoly
Few sellers but account for bulk of industry’s sales Oligopoly Pure oligopoly
Many sellers and buyers and each seller’s offering is somewhat different than others Monopolistic Oligopoly

Select The Blank

Question ________is a strong internal stimulus impelling action
Correct Answer Drive
Your Answer Belief

True/False

Question Market segmentation is the decision to identify different groups that compose the market and to develop specific product for each of these groups.
Correct Answer False
Your Answer True

Multiple Choice Single Answer

Question The frequency at which a product is used is called?
Correct Answer Usage rate
Multiple Choice Multiple Answer
Question Types of psychological pricing are
Correct Answer Prestige, Leader
Your Answer Prestige, Leader

Multiple Choice Multiple Answer
Question Planning of long term strategies are based on following factors:
Correct Answer Opportunity, Objectives, Strategies, Situation assessment, Organisation mission, Resources
Your Answer Opportunity, Strengths, Resources

Select The Blank
Question ________ is an important tool for planning and controlling the firm’s activities
Correct Answer Sales Forecast
Your Answer Sales Forecast

Select The Blank
Question A speciality product is ________ intensively distributed than a shopping product
Correct Answer Less
Your Answer Less

Multiple Choice Single Answer
Question It is the process of selecting people for company positions and developing skills and abilities for assignments in the company
Correct Answer Staffing
Your Answer Staffing

Select The Blank
Question Specific ________ emerge from broad strategies
Correct Answer Tactics
Your Answer Objectives

Select The Blank
Question The research objectives are stated as ________ to be tested
Correct Answer Hypothesis
Your Answer Hypothesis

Multiple Choice Multiple Answer
Question Socio-cultural environment consists of
Select The Blank

Question ________ of physical distribution activities increases it's productivity as well as of manufacturer.

Correct Answer Automation
Your Answer Automation

Multiple Choice Multiple Answer
Question How does ‘structure’ reduce internal uncertainty arising out of human behaviour

Correct Answer Control mechanism, Departmentalisation
Your Answer Control mechanism, Departmentalisation, Specialisation

Multiple Choice Single Answer
Question What factors constitute natural environment?

Correct Answer Natural resources
Your Answer Natural resources

Multiple Choice Multiple Answer
Question For exchange to take place, which conditions must be satisfied?

Correct Answer Atleast two parties, Each party is capable of communication and delivery, Each party has something that might be of value to the other party
Your Answer Atleast two parties, Each party is capable of communication and delivery, Each party has something that might be of value to the other party

True/False
Question Internal records such as sales reports, cost and accounting information are expensive to obtain.

Correct Answer False
Your Answer False

Select The Blank

Question Product ________ plays a major role in distribution strategy.

Correct Answer Awareness
Your Answer Packaging

Multiple Choice Multiple Answer
Question Total cost includes:

Correct Answer Fixed cost, Variable cost
Your Answer Total cost, Fixed cost, Variable cost
True/False
Question Demand for industrial goods fluctuate more than consumer demand
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question It is is the data which has been converted to a useful form for decision making
Correct Answer Information
Your Answer Information

True/False
Question Product development includes starting another business or buy businesses outside of their current line.
Correct Answer False
Your Answer False

Select The Blank
Question Skimming pricing involves_______ risk.
Correct Answer Low
Your Answer Marginal

Multiple Choice Single Answer
Question A in AIDA stands for :
Correct Answer Awareness
Your Answer Advertising

Multiple Choice Single Answer
Question This pricing objective involves setting a low price to discourage entry of new firms.
Correct Answer Stay out
Your Answer Stay out

Multiple Choice Single Answer
Question It is the process of influencing one’s behaviour by sharing ideas, feelings and information.
Correct Answer Communication
Your Answer Promotion

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Multiple Choice Single Answer
Question: Deciding on the number of intermediaries to be employed by a producer is called:
Correct Answer: Intensity distribution
Your Answer: Intensity distribution

Select The Blank
Question: ________ distribution is used when a small percentage of customers account for a large part of sale.
Correct Answer: Selective
Your Answer: Exclusive

Multiple Choice Single Answer
Question: Profits are negative in which stage of product life cycle?
Correct Answer: Introductory
Your Answer: Introductory

Multiple Choice Multiple Answer
Question: When is demand inelastic?
Correct Answer: Price cut causes revenue to decrease, Price rise causes revenue to increase
Your Answer: Price cut causes revenue to decrease, Price rise causes revenue to increase

Multiple Choice Single Answer
Question: Which is the products that potential customers do not know about it or they do not want yet.
Correct Answer: Unsought
Your Answer: Unsought

Multiple Choice Single Answer
Question: 4p’s of Marketing should be considered in conjunction with
Correct Answer: 4C’s
Your Answer: 4C’s

Multiple Choice Single Answer
Question: Recovery stage in business cycle is also called
Correct Answer: Upswing
Your Answer: Upswing

Select The Blank
Question: Buyer’s response in ________ method may not be applicable in other markets
Correct Answer: Market tests
Your Answer: Market tests

Multiple Choice Single Answer
Question: The greatest amount of satisfaction comes from which utility
Correct Answer: Possession
Your Answer: Form
Multiple Choice Single Answer
Question Government units that purchase or rent goods for carrying out main functions of government is called
Correct Answer Government Market
Your Answer Government Market

Multiple Choice Single Answer
Question In which phase of production era, the producer and consumer are the same?
Correct Answer Subsistence
Your Answer Subsistence

Multiple Choice Single Answer
Question "Image building" objectives are common in which type of market structure?
Correct Answer Oligopoly
Your Answer Competition

True/False
Question Marketer should keep company’s mission and marketing objectives in mind while making pricing decisions.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question New products enter the market and old customers make repeat purchase during which stage of product life cycle?
Correct Answer Growth
Your Answer Growth

Match The Following
Sales forecast Sales volume Sales volume
Correlation method Historical data Historical data
Market forecast Industry trade associations Industry trade associations
Economic forecast Government Government

True/False
Question Experimental research involves obtaining data from respondents in person, mail or by phone
Correct Answer False
Your Answer False

Select The Blank
Question Specific ________ emerge from broad strategies
Correct Answer Tactics
Your Answer Tactics
Multiple Choice Multiple Answer  
Question  Ways to make people do trial purchases?  
Correct Answer  Coupon offers, Discounts, Samples  
Your Answer  Good packaging, Coupon offers, Discounts

True/False  
Question  Publicity is news carried in the mass media about a firm and its products, policies or actions.  
Correct Answer  True  
Your Answer  True

Multiple Choice Single Answer  
Question  This data is originated by original research through observation/enquiry  
Correct Answer  Primary data  
Your Answer  Primary data

True/False  
Question  The demand for a specific brand within a product category is called selective demand.  
Correct Answer  True  
Your Answer  True

Multiple Choice Single Answer  
Question  Consumerism emerged in which era of Marketing?  
Correct Answer  Sales  
Your Answer  Marketing

Multiple Choice Multiple Answer  
Question  Physical distribution management includes  
Correct Answer  Manufacturer, Middlemen, Warehouse operators  
Your Answer  Manufacturer, Middlemen, Warehouse operators

True/False  
Question  Changes in consumer’s buying patterns affects channel’s horizontal and vertical dimensions.  
Correct Answer  True  
Your Answer  True

Multiple Choice Single Answer  
Question  It is the series of marketing institutions that help in moving the product from producer to the ultimate user.  
Correct Answer  Marketing channel  
Your Answer  Marketing channel

True/False  
Question  Each product and brand has a status symbol potential  
Correct Answer  True  
Your Answer  True

Multiple Choice Single Answer
Question: Recession stage in business cycle is also called
Correct Answer: Slowdown
Your Answer: Slowdown

Multiple Choice Single Answer
Question: Lead time for a product is 10 days and usage rate is 6 units/day. Reorder point will be
Correct Answer: 60 units
Your Answer: 60 units

Multiple Choice Single Answer
Question: Who provides time and place utility?
Correct Answer: Intermediary
Your Answer: Buyer

True/False
Question: The greater the number of substitutes for a product, the less price elastic is its demand.
Correct Answer: False
Your Answer: True

Multiple Choice Single Answer
Question: It gathers, records and analyses data about problems related to Marketing
Correct Answer: Market Research
Your Answer: Market Research

Select The Blank
Question: ________ directs the flow of goods and services from the producer to the ultimate consumer
Correct Answer: Marketing
Your Answer: Marketing

Multiple Choice Multiple Answer
Question: A transaction takes place when
Correct Answer: There is time and place of agreement, Two things of value, Agreed upon conditions
Your Answer: One thing of value, There is time and place of agreement, Agreed upon conditions

Match The Following
Question: Customer is the focal point in Marketing Selling
Correct Answer: Your Answer

Tangible sources: Capital, machines, raw material

Intangible sources: Information, time and technology

Consumer to producer: Backward communication Marketing
Multiple Choice Single Answer
Question: Production creates which type of utility
Correct Answer: Form
Your Answer: Form

True/False
Question: Consumer behaviour is easy to understand in familiar country like India for Indians.
Correct Answer: False
Your Answer: False

Multiple Choice Multiple Answer
Question: How does 'structure' reduce external uncertainty arising out of human behaviour
Correct Answer: Research and planning, Forecasting
Your Answer: Research and planning, Forecasting, Division of labour

Multiple Choice Multiple Answer
Question: The reseller’s assortment influences it’s
Correct Answer: Marketing mix, Customer mix, Supplier mix
Your Answer: Marketing mix, Customer mix, Supplier mix

Multiple Choice Single Answer
Question: A diet conscious person after playing football is thirsty. He opts for :-
Correct Answer: Diet coke
Your Answer: Diet coke

Select The Blank
Question: Major reason for success for new product is ________
Correct Answer: Superior
Your Answer: Correctly positioned

Multiple Choice Single Answer
Question: It is that element of a plan that specifies what is to be accomplished
Correct Answer: Objectives
Your Answer: Objectives

Select The Blank
Question: Optimum marketing mix is obtained using analysis, ________, implementation and control.
Correct Answer: Planning
Your Answer: Planning

Select The Blank
Question: ________ routinely performs all functions on recurrent, internal and external data
Correct Answer: Recurrent data system (RDS)
Your Answer: Recurrent data system (RDS)

True/False
Question: Shorter production runs are required to produce large number of products in multi-segment strategy
Correct Answer: True
Your Answer: True

Select The Blank
Question: _________ allowance is used to communicate about the values of the product and special event
Correct Answer: Promotion
Your Answer: Promotion

Multiple Choice Multiple Answer
Question: For exchange to take place, which conditions must be satisfied?
Correct Answer: Atleast two parties, Each party is capable of communication and delivery, Each party has something that might be of value to the other party
Your Answer: Atleast two parties, Each party is capable of communication and delivery, Each party has something that might be of value to the other party

True/False
Question: Companies have strengths in a number of areas but their key strength are few in number
Correct Answer: True
Your Answer: True

List of Attempted Questions and Answers

Select The Blank
Question: _________ is an important tool for planning and controlling the firm’s activities
Correct Answer: Sales Forecast
Your Answer: Sales Forecast

Multiple Choice Single Answer
Question: These items are directly bought by industrial buyers from producers rather than the middlemen
Correct Answer: Expensive
Your Answer: Non durables
Multiple Choice Single Answer
Question The greatest amount of satisfaction comes from which utility
Correct Answer Possession
Your Answer Possession

True/False
Question The key to successful new product introduction lies in a systems approach.
Correct Answer True
Your Answer True

Match The Following
Question Correct Answer Your Answer
Ballast business Fit well but low opportunities Some fit and some misfit
Gap analysis Difference between desired and projected performance
Corporate parenting Managing SBU’s by a corporate
Heartland business Give the highest priority Fit well but low opportunities

Multiple Choice Multiple Answer
Question Aspects of political environment are:
Correct Answer Form of government adopted, Media and pressure groups, Government stability
Your Answer Form of government adopted, Media and pressure groups, Government stability

Multiple Choice Single Answer
Question It limits the alternatives that a decision maker takes in a given situation
Correct Answer Policy
Your Answer Policy

Select The Blank
Question ________ concept increases the efficiency of economic system
Correct Answer Marketing
Your Answer Marketing

Match The Following
Question Correct Answer Your Answer
Biogenetic needs Hunger, Thirst Hunger, Thirst

Actual self concept How person views himself How person views himself

Others self concept How the person thinks others see him How the person thinks others see him

Personality Deference, Autonomy Esteem, Recognition

True/False
Question Demand is highly elastic for industrial goods
Correct Answer False
Your Answer False

Multiple Choice Multiple Answer
Question What is Statistical Quality Control(SQC)
Correct Answer Identifies quality and productivity from a production process, Identifies impact of any change on performance, Instantly spots malfunctions and show where they occur
Your Answer Identifies quality and productivity from a production process, Integrates manufacturing with business strategy

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer Form
Your Answer Time

Multiple Choice Single Answer
Question Who provides time and place utility?
Correct Answer Intermediary
Your Answer Supplier

Multiple Choice Single Answer
Question Marketer tries to seek what kind of response from the other party?
Correct Answer Behavioural
Your Answer Behavioural

True/False
Question Systems are formal and informal rules and regulations that complements the company structure
Correct Answer True
Your Answer True
Multiple Choice Multiple Answer
Question What is Marginal cost?
Correct Answer The additional cost of each unit of product, It ignores non price competition, Marginal revenue is less than average revenue
Your Answer The additional cost of each unit of product, Marginal revenue is less than average revenue, It is useful for new products

True/False
Question In negotiated contracts, the bid selected by buyer is not necessarily the lowest
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question In which phase of production era, the producer and consumer are the same?
Correct Answer Subsistence
Your Answer Subsistence

Multiple Choice Single Answer
Question Consumerism emerged in which era of Marketing?
Correct Answer Sales
Your Answer Marketing

True/False
Question Companies apply a variety of price adjustment strategies to account for differences in customer segments and situations.
Correct Answer True
Your Answer True

Select The Blank
Question ________ of physical distribution activities increases it’s productivity as well as of manufacturer.
Correct Answer Automation
Your Answer Automation

Select The Blank
Question Competition tends to focus on ________ as a product moves through its life cycle.
Correct Answer Price
Your Answer Sales volume

Multiple Choice Single Answer
Question Marketing arises from ?
Correct Answer Exchange
Your Answer Self production

True/False
Question After sales service is provided in a customer oriented firm
Correct Answer True
Your Answer True

Select The Blank
Question _______ distribution is used when a small percentage of customers account for a large part of sale.
Correct Answer Selective
Your Answer Exclusive

True/False
Question Changes in company structure also necessitates changes in the systems in various degrees
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question A transaction takes place when
Correct Answer There is time and place of agreement, Two things of value, Agreed upon conditions
Your Answer There is time and place of agreement, Two things of value, Agreed upon conditions

True/False
Question Consumer behaviour is more challenging across international border.
Correct Answer True
Your Answer False

Multiple Choice Multiple Answer
Question Types of product classification
Correct Answer Consumables, Durables, Services
Your Answer Consumables, Durables, Services

True/False
Question Services can be stored in inventory.
Correct Answer False
Your Answer False

Select The Blank
MM1

Question: A change in quantity demanded of a product is caused by a change in its ________.
   Correct Answer: Price
   Your Answer: Demand

Multiple Choice Single Answer
Question: This distribution is necessary for most convenience goods.
   Correct Answer: Intensive
   Your Answer: Integral

True/False
Question: Change in company structure from divisional to matrix also mean changes in the systems in various degrees.
   Correct Answer: True
   Your Answer: True

Multiple Choice Multiple Answer
Question: Total cost concept includes
   Correct Answer: Damaged goods, Inventory obsolescence, Transportation
   Your Answer: Damaged goods, Customer satisfaction, Transportation

Multiple Choice Multiple Answer
Question: Money is invested by way of
   Correct Answer: Debt, Equity
   Your Answer: Debt, Equity, Return

Multiple Choice Single Answer
Question: It is the most influential primary reference group shaping a buyer's behaviour.
   Correct Answer: Family
   Your Answer: Family

Select The Blank
Question: ________ directs the flow of goods and services from the producer to the ultimate consumer.
   Correct Answer: Marketing
   Your Answer: Marketing

Multiple Choice Single Answer
Question: These are moves that will pay off irrespective of what happens in the future.
   Correct Answer: No-regret moves
   Your Answer: No-regret moves
Select The Blank
Question ________ allowance is used to communicate about the values of the product and special event
Correct Answer Promotion
Your Answer Promotion

Multiple Choice Multiple Answer
Question How does 'structure' reduce external uncertainty arising out of human behaviour
Correct Answer Research and planning , Forecasting
Your Answer Forecasting , Division of labour , Departmentalisation

Select The Blank
Question Major reason for success for new product is ________
Correct Answer Superior
Your Answer Correctly positioned

Multiple Choice Single Answer
Question Higher the perceived quality of the product, higher will be the perceived price. Such products are called:
Correct Answer Prestige
Your Answer Prestige

Multiple Choice Single Answer
Question The most common criteria for classifying products is based on
Correct Answer Buyer behaviour
Your Answer Target market

Multiple Choice Multiple Answer
Question Drawbacks of Survey of Buyer’s intention method are
Correct Answer Exposure , Not accurate , Time consuming
Your Answer Exposure , Not accurate , Time consuming

Multiple Choice Single Answer
Question This method is more accurate for short term forecasts
Correct Answer Simple Trend Analysis
Your Answer Simple Trend Analysis

Multiple Choice Single Answer
Question A diet conscious person after playing football is thirsty. He opts for :-
Correct Answer Diet coke
Your Answer Diet coke
Multiple Choice Multiple Answer
Question Marketing channels for consumer products is longer because
Correct Answer Number of consumers are more, Consumers buy smaller quantities, Buying patterns of consumers is easy to detect.
Your Answer Number of consumers are more, Consumers buy smaller quantities

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

True/False
Question A channel’s length is also called as horizontal dimension.
Correct Answer False
Your Answer False

Multiple Choice Single Answer
Question It concentrates on organisation design and work flow
Correct Answer Flotilla
Your Answer Statistical quality control

Select The Blank
Question _______ measures actual sales and not intentions to buy
Correct Answer Market tests
Your Answer Market tests

Multiple Choice Single Answer
Question This strategic posture invests sufficiently to stay in the race but avoids pre-mature commitments
Correct Answer Reserve the right to play
Your Answer Reserve the right to play

Multiple Choice Single Answer
Question As a person acquires additional units of a product, the amount of satisfaction (each unit adds to total satisfaction), is less than the previous unit. This is called
Correct Answer Law of diminishing marginal utility
Your Answer Law of diminishing marginal utility

Multiple Choice Single Answer
Question New product forms and brands enter in which stage of product life cycle?
Correct Answer Growth
Your Answer Introductory
Select The Blank

Question ________ leads to generalisation where similar stimulus generate the same kind of response
Correct Answer Reinforcement
Your Answer Cues

True/False

Question Marketer should keep company’s mission and marketing objectives in mind while making pricing decisions.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer

Question Socio-cultural environment consists of
Correct Answer Social class , Culture
Your Answer Technology , Social class , Culture

Multiple Choice Multiple Answer

Question Commercial sources have following sources
Correct Answer Advertising , Packaging , Sales persons
Your Answer Advertising , Packaging , Mass media

True/False

Question After sales service is provided in a customer oriented firm
Correct Answer True
Your Answer True

Multiple Choice Single Answer

Question Product should be considered from the point of view of
Correct Answer Customer
Your Answer Customer

Multiple Choice Multiple Answer

Question Types of Organisational Market
Correct Answer Reseller market , Industrial market , Government market
Your Answer Reseller market , Industrial market , Government market

Multiple Choice Multiple Answer

Question Research design is classified as :
Correct Answer Function , Methodology
Your Answer Function , Methodology , Predictive , Experimental
Multiple Choice Single Answer
Question A diet conscious person after playing football is thirsty. He opted for :-
Correct Answer Diet coke
Your Answer Diet coke

True/False
Question “Idea screening” stage reduces the number of ideas based on company’s criteria.
Correct Answer True
Your Answer True

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

True/False
Question A channel’s length is also called as horizontal dimension.
Correct Answer False
Your Answer False

Multiple Choice Single Answer
Question It concentrates on organisation design and work flow
Correct Answer Flotilla
Your Answer Statistical quality control

Select The Blank
Question ________ distribution is used when a small percentage of customers account for a large part of sale.
Correct Answer Selective
Your Answer Selective

Multiple Choice Multiple Answer
Question The reseller’s assortment influences it’s
Correct Answer Marketing mix, Customer mix, Supplier mix
Your Answer Marketing mix, Customer mix, Buyer mix

Select The Blank
Question Specific ________ emerge from broad strategies.
Correct Answer Tactics
Your Answer Objectives

Multiple Choice Single Answer
Question What is Market development?
Correct Answer: Existing product–New market
Your Answer: New product–New market

Multiple Choice Multiple Answer
Question: Income, occupation, education, age, marital status are factors of which type of segmentation?
Correct Answer: Geographic, Demographic
Your Answer: Demographic

Select The Blank
Question: There are more number of substitutes for ________ products.
Correct Answer: Multi use
Your Answer: Multi use

Multiple Choice Multiple Answer
Question: These are the characteristics of services
Correct Answer: Sold on basis of benefits, Quality control is tough
Your Answer: Sold on basis of benefits, Quality control is tough

Multiple Choice Multiple Answer
Question: Planning of long term strategies are based on following factors:
Correct Answer: Opportunity, Objectives, Strategies, Situation assessment, Organisation mission, Resources
Your Answer: Strengths, Objectives, Strategies, Situation assessment, Organisation mission, Resources

Select The Blank
Question: Competition tends to focus on ________ as a product moves through its life cycle.
Correct Answer: Price
Your Answer: Quality

Select The Blank
Question: The onus of advertising, pricing and sales promotion policies is put on ________ distribution.
Correct Answer: Exclusive
Your Answer: Integral

Select The Blank
Question: ________ is a strong internal stimulus impelling action
Correct Answer: Drive
Your Answer: Drive
True/False
Question Market forecasts are available from sources like government.
Correct Answer False
Your Answer True

Multiple Choice Multiple Answer
Question Physical distribution management includes
Correct Answer Manufacturer, Middlemen, Warehouse operators
Your Answer Manufacturer, Customer, Middlemen, Warehouse operators

True/False
Question Consumer behaviour is more challenging across international border.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Manufacturers offering variety of price promotions to their middlemen is called
Correct Answer Trade promotion
Your Answer Trade-in allowance

Select The Blank
Question Total cost is the sum of ________ + Variable cost.
Correct Answer Fixed cost
Your Answer Fixed cost

Multiple Choice Multiple Answer
Question Money is invested by way of
Correct Answer Debt, Equity
Your Answer Risk, Equity

Select The Blank
Question ________ describes a person’s favourable or unfavourable action tendencies towards object.
Correct Answer Attitudes
Your Answer Attitudes

Multiple Choice Single Answer
Question Consumerism emerged in which era of Marketing?
Correct Answer Sales
Your Answer Sales
MM1

Match The Following

Question Correct Answer Your Answer

Wide market coverage is achieved. Intensive distribution. Intensive distribution.

Helps in the process of matching demand and supply. Marketing channel Marketing channel

No intermediaries between producer and consumer. Direct channel Direct channel

Combining two or more levels of a channel under one participant's control. Vertical integration Vertical integration

True/False

Question Logistics is an area of potentially high cost saving and improves customer satisfaction.
Correct Answer True
Your Answer True

Multiple Choice Single Answer

Question Decline in buying power due to price levels rising more rapidly than income is called
Correct Answer Inflation
Your Answer Inflation

True/False

Question In pure competition many sellers and buyers are there and have major effect on demand and supply of the product's market price
Correct Answer False
Your Answer True

Select The Blank

Question ______ measures actual sales and not intentions to buy
Correct Answer Market tests
Your Answer Market tests

Multiple Choice Single Answer

Question This strategic posture invests sufficiently to stay in the race but avoids pre-mature commitments
Correct Answer Reserve the right to play
Your Answer Reserve the right to play

Multiple Choice Single Answer
Question As a person acquires additional units of a product, the amount of satisfaction (each unit adds to total satisfaction), is less than the previous unit. This is called
Correct Answer Law of diminishing marginal utility
Your Answer Law of diminishing marginal utility

Multiple Choice Single Answer
Question New product forms and brands enter in which stage of product life cycle?
Correct Answer Growth
Your Answer Introductory

Select The Blank
Question ________ leads to generalisation where similar stimulus generate the same kind of response
Correct Answer Reinforcement
Your Answer Cues

True/False
Question Marketer should keep company’s mission and marketing objectives in mind while making pricing decisions.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Socio-cultural environment consists of
Correct Answer Social class, Culture
Your Answer Technology, Social class, Culture

Multiple Choice Multiple Answer
Question Commercial sources have following sources
Correct Answer Advertising, Packaging, Sales persons
Your Answer Advertising, Packaging, Mass media

True/False
Question After sales service is provided in a customer oriented firm
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Product should be considered from the point of view of
Correct Answer Customer
Your Answer Customer
Multiple Choice Multiple Answer
Question Types of Organisational Market
Correct Answer Reseller market, Industrial market, Government market
Your Answer Reseller market, Industrial market, Government market

Multiple Choice Multiple Answer
Question Research design is classified as:
Correct Answer Function, Methodology
Your Answer Function, Methodology, Predictive, Experimental

Multiple Choice Single Answer
Question A diet conscious person after playing football is thirsty. He opts for:
Correct Answer Diet coke
Your Answer Diet coke

True/False
Question "Idea screening" stage reduces the number of ideas based on company's criteria.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Categories of adopters are
Correct Answer Innovators, Early adopters, Laggards
Your Answer Innovators, Early adopters, Late adopters, Laggards

True/False
Question Secondary data is cheaper and faster to collect than primary data
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question This method enables the forecaster to take into consideration seasonal fluctuations and long term fluctuations
Correct Answer Time Series Analysis
Your Answer Time Series Analysis

Select The Blank
Question Wholesalers and retailers help manufacturer in carrying ________ flow to final buyers.
Correct Answer Title
Your Answer Title
True/False
Question "Promotion" is considered in conjunction with "Convenience".
Correct Answer False
Your Answer True

Multiple Choice Single Answer
Question To serve a market segment profitably means
Correct Answer Sales revenue generated is more than cost of marketing effort
Your Answer Sales revenue generated is more than cost of marketing effort

Multiple Choice Multiple Answer
Question Uses of Market research are:
Correct Answer Advertising effectiveness, Sales forecasting, Identifying market trends
Your Answer Advertising effectiveness, Sales forecasting, Identifying market trends, MIS formation

Match The Following
Question Correct Answer Your Answer
Motivational research It analyses consumer motives It is used to forecast future values such as sales revenue etc
Historical research Uses past experiences to find solutions Uses past experiences to find solutions
Survey research Obtains data from respondents in person Obtains data from respondents in person
Experimental research One factor is constant and holding other factors Tests hypothesis about the relationship between dependent variables

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

True/False
Question A channel’s length is also called as horizontal dimension.
Correct Answer False
Your Answer False

Multiple Choice Single Answer
Question It concentrates on organisation design and work flow
Correct Answer Flotilla
Your Answer Statistical quality control
Select The Blank
Question ________ measures actual sales and not intentions to buy
Correct Answer Market tests
Your Answer Market tests

Multiple Choice Single Answer
Question This strategic posture invests sufficiently to stay in the race but avoids pre-mature commitments
Correct Answer Reserve the right to play
Your Answer Reserve the right to play

Multiple Choice Single Answer
Question As a person acquires additional units of a product, the amount of satisfaction (each unit adds to total satisfaction), is less than the previous unit. This is called
Correct Answer Law of diminishing marginal utility
Your Answer Law of diminishing marginal utility

Multiple Choice Single Answer
Question New product forms and brands enter in which stage of product life cycle?
Correct Answer Growth
Your Answer Introductory

Select The Blank
Question ________ leads to generalisation where similar stimulus generate the same kind of response
Correct Answer Reinforcement
Your Answer Cues

True/False
Question Marketer should keep company’s mission and marketing objectives in mind while making pricing decisions.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Socio-cultural environment consists of
Correct Answer Social class , Culture
Your Answer Technology , Social class , Culture

Multiple Choice Multiple Answer
Question Commercial sources have following sources
Correct Answer Advertising, Packaging, Sales persons
Your Answer Advertising, Packaging, Mass media

True/False
Question After sales service is provided in a customer oriented firm
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Product should be considered from the point of view of
Correct Answer Customer
Your Answer Customer

Multiple Choice Multiple Answer
Question Types of Organisational Market
Correct Answer Reseller market, Industrial market, Government market
Your Answer Reseller market, Industrial market, Government market

Multiple Choice Multiple Answer
Question Research design is classified as :
Correct Answer Function, Methodology
Your Answer Function, Methodology, Predictive, Experimental

Multiple Choice Single Answer
Question A diet conscious person after playing football is thirsty. He opts for :
Correct Answer Diet coke
Your Answer Diet coke

True/False
Question "Idea screening" stage reduces the number of ideas based on company’s criteria.
Correct Answer True
Your Answer True

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

True/False
Question In negotiated contracts, the bid selected by buyer is not necessarily the lowest
Correct Answer True
Your Answer True
Multiple Choice Multiple Answer
Question Trade promotions include
Correct Answer Push money allowance, Promotional allowance
Your Answer Push money allowance, Cash rebates, Promotional allowance, Damaged goods allowance

True/False
Question Change in company’s strategy gives rise to problems necessitating a new structure to be made
Correct Answer True
Your Answer False

Multiple Choice Multiple Answer
Question What is breakdown approach
Correct Answer Sales potential varies with country’s general level of economic activity, Market and sales potential is based on economic forecast, Number of units that a buyer buys is multiplied by the total number of potential buyers in that territory to arrive at total sales
Your Answer Sales potential varies with country’s general level of economic activity, Market and sales potential is based on economic forecast, Number of units that a buyer buys is multiplied by the total number of potential buyers in that territory to arrive at total sales

True/False
Question Consumer behaviour is easy to understand in familiar country like India for Indians.
Correct Answer False
Your Answer True

Select The Blank
Question Buyer’s response in ________ method may not be applicable in other markets
Correct Answer Market tests
Your Answer Market tests

True/False
Question The demand for a specific brand within a product category is called selective demand.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Deciding on the number of intermediaries to be employed by a producer is called:
Correct Answer Intensity distribution
Match The Following

Question Correct Answer Your Answer

Ballast business Fit well but low opportunities Fit well but low opportunities

Gap analysis Difference between desired and projected performance Some fit and some misfit

Corporate parenting Managing SBU's by a corporate Managing SBU's by a corporate

Heartland business Give the highest priority Give the highest priority

Multiple Choice Multiple Answer

Question These products move through short channels:
Correct Answer Eggs, Bread, Clothing, Cement
Your Answer Clothing, Maruti 800 Car

Multiple Choice Single Answer

Question What is Exclusive Assortment?
Correct Answer Carrying the line of only one manufacturer
Your Answer Carrying many unrelated product lines

Select The Blank

Question Product means the ________ and services the company offers the target market.
Correct Answer Goods
Your Answer Value

Select The Blank

Question Firm's that lack promotional skills rely on ________ for promotional push.
Correct Answer Middlemen
Your Answer Advertising agents

Multiple Choice Single Answer

Question Government units that purchase or rent goods for carrying out main functions of government is called
Correct Answer Government Market
Your Answer Reseller Market
Select The Blank
Question Low value but bulky products move through________ channels.
Correct Answer Short
Your Answer Direct

True/False
Question Consumer needs are matched with the company capabilities and goals in marketing process.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Major role of promotion is to:
Correct Answer  Inform , Remind , Persuade
Your Answer Remind , Persuade , Inform

Multiple Choice Multiple Answer
Question Factors affecting demand of a product?
Correct Answer  Population , Increase in buying power
Your Answer Decrease in buying power , Buyer preferences

Select The Blank
Question ________ can price it’s product without any regard to competitor.
Correct Answer  Pure monopolist
Your Answer Monopolist

Select The Blank
Question ________ are difficult to change
Correct Answer  Attitudes
Your Answer Habits

Select The Blank
Question ________ exists when a few large independent firm accounts for bulk of an industry’s sales.
Correct Answer  Oligopoly
Your Answer Pure oligopoly

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer  Form
Your Answer Possession
Select The Blank
Question Optimum marketing mix is obtained using analysis, __________, implementation and control.
Correct Answer Planning
Your Answer Planning

Multiple Choice Multiple Answer
Question Socio-cultural environment consists of
Correct Answer Social class, Culture
Your Answer Social class, Culture

True/False
Question The super structure indicates ways in which company's tasks are integrated or coordinated
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question It sets a sales performance standard against which actual sales results can be compared with potential sales
Correct Answer Sales forecast
Your Answer Sales forecast

Multiple Choice Single Answer
Question It is a paid form of non personal communication.
Correct Answer Advertising
Your Answer Advertising

Multiple Choice Multiple Answer
Question What are the stages in new product development?
Correct Answer Idea screening, Market testing, Commercialisation
Your Answer Idea screening, Market testing, Commercialisation

Select The Blank
Question __________ is a descriptive thought that a person holds about something
Correct Answer Belief
Your Answer Belief

Match The Following
Question Correct Answer Your Answer

Product related consumer characteristics Brand loyalty, Type of usage
Brand loyalty, Type of usage
Demographic Age, Sex Age, Sex
Psychographic Social class, Lifestyle Social class, Buying power
Geographic variables City, Region City, Region

True/False
Question A company’s pricing objectives are influenced by time and circumstances
Correct Answer True
Your Answer True

Select The Blank
Question Major reason for success for new product is ________
Correct Answer Superior
Your Answer Superior

Multiple Choice Single Answer
Question The company earns an acceptable rate of return on their net sales. This profitability objective is called:
Correct Answer Target return
Your Answer Profit maximisation

Multiple Choice Single Answer
Question It helps an organisation to cope with future by setting objectives and making strategies to achieve them
Correct Answer Planning
Your Answer Planning

Multiple Choice Multiple Answer
Question These are the characteristics of services
Correct Answer Sold on basis of benefits, Quality control is tough
Your Answer Sold on basis of benefits, Quality control is tough

Multiple Choice Single Answer
Question Feedback is fastest in which of the following channels:
Correct Answer Personal selling
Your Answer Personal selling

True/False
Question Each product and brand has a status symbol potential
Correct Answer True
Your Answer True
Multiple Choice Multiple Answer
Question The areas which become active after promotion budgets have been set and funds are allocated to promotion mix elements.
Correct Answer Sales management, Advertising
Your Answer Sales management, Advertising

True/False
Question Diversification strategy involves diversifying away from their original core businesses
Correct Answer True
Your Answer False

Multiple Choice Single Answer
Question What is diversification?
Correct Answer New product-New market
Your Answer New product-Existing market

Multiple Choice Multiple Answer
Question After the new product has passed the conceptual stages it becomes more concrete in which stages?
Correct Answer Test marketing, Commercialisation, Product development
Your Answer Test marketing, Commercialisation, Product development, Marketing strategy development

Multiple Choice Multiple Answer
Question Total cost concept includes
Correct Answer Damaged goods, Inventory obsolescence, Transportation
Your Answer Damaged goods, Inventory obsolescence, Transportation

Multiple Choice Single Answer
Question These are the elements of a plan that specify how objectives are to be achieved
Correct Answer Strategies
Your Answer Strategies

Multiple Choice Single Answer
Question Members of this class neither possess family status nor unusual wealth but their primary concern is career
Correct Answer Upper-Middle
Your Answer Upper-Middle
Multiple Choice Single Answer
Question: It refers to the effect price changes have on quantity demanded of a product and the firm’s sales revenue.
Correct Answer: Demand elasticity
Your Answer: Demand elasticity

Select The Blank
Question: Demographic, cultural, political, natural etc combine to form _______ environment.
Correct Answer: Macro
Your Answer: Macro

True/False
Question: “The customer is always right” is the spirit of marketing concept.
Correct Answer: True
Your Answer: True

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Multiple Choice Single Answer
Question: Production creates which type of utility
Correct Answer: Form
Your Answer: Form

Multiple Choice Single Answer
Question: A diet conscious person after playing football is thirsty. He opts for :-
Correct Answer: Diet coke
Your Answer: Pepsi

Multiple Choice Single Answer
Question: The greatest amount of satisfaction comes from which utility
Correct Answer: Possession
Your Answer: Possession

Multiple Choice Single Answer
Question: Who provides time and place utility?
Correct Answer: Intermediary
Your Answer: Supplier

Multiple Choice Single Answer
Question: In which phase of production era, the producer and consumer are the same?
Correct Answer: Subsistence
Your Answer: Subsistence

Multiple Choice Single Answer
Question: Consumerism emerged in which era of Marketing?
Correct Answer: Sales
Your Answer: Sales

Multiple Choice Single Answer
Question: Marketer tries to seek what kind of response from the other party?
Correct Answer: Behavioural
Your Answer: Behavioural

Multiple Choice Single Answer
Question: Marketing arises from?
Correct Answer: Exchange
Your Answer: Exchange

Select The Blank
Question: ________ concept increases the efficiency of economic system
Correct Answer: Marketing
Your Answer: Marketing

Select The Blank
Question: The factor of satisfaction and ________ motives are consistent in society
Correct Answer: Profit
Your Answer: Exchange

True/False
Question: Marketing concept provides a balance to the exchange process within the social system
Correct Answer: True
Your Answer: False

True/False
Question: "The customer is always right" is the spirit of marketing concept.
Correct Answer: True
Your Answer: True

Multiple Choice Multiple Answer
Question: Types of product classification
Correct Answer: Consumables, Durables, Services
Select The Blank
Question Customers are brand, style and type conscious when buying ________ products.
Correct Answer Special
Your Answer Special

Multiple Choice Multiple Answer
Question What are the stages in new product development?
Correct Answer Idea screening, Market testing, Commercialisation
Your Answer Idea screening, Market testing, Commercialisation

Multiple Choice Multiple Answer
Question Shorter distribution channel results in
Correct Answer Reduced costs, Limited market coverage
Your Answer Reduced costs, Limited market coverage

True/False
Question Indirect channels for industrial products are longer than consumer product channels.
Correct Answer False
Your Answer False

True/False
Question Firms that lack promotional capabilities rely on middlemen.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Lead time for a product is 10 days and usage rate is 6 units/day. Reorder point will be
Correct Answer 60 units
Your Answer 60 units

Multiple Choice Single Answer
Question Source credibility is:
Correct Answer Receiver's perception regarding belief on sender.
Your Answer Receiver's perception regarding belief on sender.

Multiple Choice Single Answer
Question Major components of marketing mix are:
Correct Answer Product
Your Answer Product
True/False
Question Sales contests, consumer contests are examples of public relations.
Correct Answer False
Your Answer False

Multiple Choice Single Answer
Question As a person acquires additional units of a product, the amount of satisfaction (each unit adds to total satisfaction), is less than the previous unit. This is called
Correct Answer Law of diminishing marginal utility
Your Answer Law of diminishing marginal utility

Multiple Choice Multiple Answer
Question What are variable costs?
Correct Answer Material, Labour
Your Answer Labour, Material

Select The Blank
Question The demand for a product is ________ when price cut causes revenue to increase.
Correct Answer Price elastic
Your Answer Price elastic

Select The Blank
Question In ________ pricing buyers pay different prices under the same conditions, in the same quantities and at the same time.
Correct Answer Variable
Your Answer Variable

Match The Following
Question Correct Answer Your Answer
Trade discount Reduction in list price to channel members
Cumulative quantity discount Discount percentage increases as the quantity purchased increases
Non-cumulative quantity discount Applies to a single order
Cash discount Given for paying promptly
Multiple Choice Multiple Answer
Question The micro-environment consists of following components:
Correct Answer Marketing intermediaries, Customers, Competitors
Your Answer Marketing intermediaries, Customers, Competitors

Multiple Choice Single Answer
Question It appraises the organisation's capacity to respond to these opportunities and threats
Correct Answer Organisational assessment
Your Answer Organisational assessment

Multiple Choice Multiple Answer
Question Planning of long term strategies are based on following factors:
Correct Answer Objectives, Strategies, Situation assessment, Organisation mission, Resources, Opportunity
Your Answer Opportunity, Objectives, Strategies, Situation assessment, Organisation mission, Resources

Match The Following
Question Correct Answer Your Answer
Objectives What is to be accomplished What is to be accomplished
Strategies How to achieve objectives How to achieve objectives
Policies Constraints that limits the alternatives available Constraints that limits the alternatives available

Strategic organisational planning Top Management Top Management

Multiple Choice Single Answer
Question What is Recurrent data?
Correct Answer Routinely collected data
Your Answer Routinely collected data

Multiple Choice Multiple Answer
Question The external sources of Primary data are:
Correct Answer Retailer, Wholesaler, Libraries
Your Answer Retailer, Wholesaler

True/False
Question MIS provides marketers with the right amount and type of
information in a timely fashion.
Correct Answer True
Your Answer True

True/False
Question Internal records such as sales reports, cost and accounting information are expensive to obtain.
Correct Answer False
Your Answer False

Multiple Choice Multiple Answer
Question Beliefs are based on
Correct Answer Knowledge, Opinion, Faith
Your Answer Knowledge, Opinion, Faith

Multiple Choice Single Answer
Question In this market, organisation acquires goods for the purpose of renting to others at profit
Correct Answer Reseller Market
Your Answer Reseller Market

Multiple Choice Single Answer
Question What is Exclusive Assortment?
Correct Answer Carrying the line of only one manufacturer
Your Answer Carrying the line of only one manufacturer

Select The Blank
Question Few large buyers do maximum purchasing in ________
Correct Answer Industrial market
Your Answer Industrial market

Multiple Choice Multiple Answer
Question Characteristics for effective market segmentation are:
Correct Answer Actionable, Measurable, Accessible
Your Answer Actionable, Measurable, Accessible

Select The Blank
Question Market ________ is more prevalent than Mass marketing
Correct Answer Segmentation
Your Answer Segmentation

True/False
Question Marketing and production costs are high in multi-segment strategy
Select The Blank
Question Product, price, place and promotion are the 4p's of ________ mix
Correct Answer Marketing
Your Answer Marketing

Multiple Choice Multiple Answer
Question An unhealthy portfolio has
Correct Answer More dogs, Few stars
Your Answer More dogs, Few stars

Select The Blank
Question The benefits of a change in process are defined in terms of ________ cost savings
Correct Answer Labour
Your Answer Infrastructure

True/False
Question Change in company structure from divisional to matrix also mean changes in the systems in various degrees
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Manufacturers offering variety of price promotions to their middlemen is called
Correct Answer Trade promotion
Your Answer Trade promotion

2nd Copy

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LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Select The Blank
Question Few large buyers do maximum purchasing in ________
Correct Answer Industrial market
Your Answer Industrial market

True/False
Question A company’s pricing objectives are influenced by time and
Select The Blank
Question ________ concept increases the efficiency of economic system
Correct Answer Marketing
Your Answer Selling

Multiple Choice Multiple Answer
Question Key concepts of systems view of management includes
Correct Answer Optimisation concept, Total cost concept, Cost trade-off concept
Your Answer Optimisation concept, Total cost concept, Inventory carrying cost concept

Multiple Choice Multiple Answer
Question What are fixed costs?
Correct Answer Office rent, Insurance, Generator back up
Your Answer Office rent, Insurance

Multiple Choice Single Answer
Question This distribution is necessary for most convenience goods.
Correct Answer Intensive
Your Answer Intensive

Multiple Choice Single Answer
Question It is the process of buying out the product developed by someone else
Correct Answer Acquisition
Your Answer Commercialisation

True/False
Question Distribution costs are low when intermediaries are used in the channel.
Correct Answer True
Your Answer False

Multiple Choice Single Answer
Question Quantity discrepancy for a convenience product in a marketing channel is adjusted by:
Correct Answer Retailer
Your Answer Retailer
Multiple Choice Single Answer
Question: What involves review of projected sales, costs and profits.
Correct Answer: Business analysis
Your Answer: Business analysis

Select The Blank
Question: _______cost accounting measures the cost of producing and ignores the cost of non-producing
Correct Answer: Traditional
Your Answer: Traditional

Select The Blank
Question: The benefits of a change in process are defined in terms of _______ cost savings
Correct Answer: Labour
Your Answer: Labour

Multiple Choice Multiple Answer
Question: The tangible inputs in a business are
Correct Answer: Capital, Machine, Time
Your Answer: Technology, Machine

Multiple Choice Multiple Answer
Question: What are psychogenetic needs
Correct Answer: Belonging, Recognition
Your Answer: Belonging, Recognition

Match The Following
Question
Correct Answer
Customer is the focal point in Marketing Selling
Tangible sources Capital, machines, raw material Capital, machines, raw material
Intangible sources Information, time and technology Information, time and technology
Consumer to producer Backward communication Backward communication

True/False
Question: Buyers are geographically concentrated in the consumer market.
Correct Answer: False
Your Answer: False
Multiple Choice Single Answer
Question The greatest amount of satisfaction comes from which utility
Correct Answer Possession
Your Answer Possession

Select The Blank
Question ________ is a modern plant consisting of modules centered around a stage in the production process
Correct Answer Flotilla concept
Your Answer Flotilla concept

Multiple Choice Single Answer
Question Source credibility is:
Correct Answer Receiver’s perception regarding belief on sender.
Your Answer Receiver’s perception regarding belief on sender.

True/False
Question Marketing concept has application only in profit oriented businesses.
Correct Answer False
Your Answer False

Multiple Choice Single Answer
Question Who provides time and place utility?
Correct Answer Intermediary
Your Answer Supplier

Multiple Choice Multiple Answer
Question Socio-cultural environment consists of
Correct Answer Social class, Culture
Your Answer Social class, Culture

Multiple Choice Single Answer
Question Consumerism emerged in which era of Marketing?
Correct Answer Sales
Your Answer Production

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer Form
Your Answer Possession
Multiple Choice Multiple Answer
Question When is demand price elastic?
Correct Answer Price cut causes revenue to increase , Price rise causes revenue to decrease
Your Answer Price cut causes revenue to increase

True/False
Question Changes in consumer’s buying patterns affects channel’s horizontal and vertical dimensions.
Correct Answer True
Your Answer True

True/False
Question Diversification strategy involves diversifying away from their original core businesses
Correct Answer True
Your Answer False

Multiple Choice Single Answer
Question The tool that a sender uses to reach to the receiver is called:
Correct Answer Message
Your Answer Message

Multiple Choice Single Answer
Question In which phase of production era, the producer and consumer are the same?
Correct Answer Subsistence
Your Answer Subsistence

True/False
Question Experimental research involves obtaining data from respondents in person, mail or by phone
Correct Answer False
Your Answer False

True/False
Question Marketing and production costs are high in multi-segment strategy
Correct Answer True
Your Answer True

Select The Blank
Question ________ is a broad plan of action for using an organisation’s resources to accomplish a objective
Correct Answer Strategy
Multiple Choice Multiple Answer
Question Drawbacks of Survey of Buyer’s intention method are
Correct Answer Exposure, Not accurate, Time consuming
Your Answer Not accurate, Time consuming, Sales may be inflated or deflated by sales team

Select The Blank
Question Product means the ________ and services the company offers the target market.
Correct Answer Goods
Your Answer Goods

True/False
Question A drive is a need that sufficiently presses a person to act
Correct Answer True
Your Answer True

Select The Blank
Question ________ distribution is used when a small percentage of customers account for a large part of sale.
Correct Answer Selective
Your Answer Intensive

Multiple Choice Multiple Answer
Question Market segmentation can be done on the basis of following factors
Correct Answer Psychographic, Demographic, Geographic
Your Answer Psychographic, Demographic, Geographic

Multiple Choice Single Answer
Question It is an approach to cost reduction in which components are studied to determine if they can be made by cheaper methods of production
Correct Answer Product Value Analysis
Your Answer Product Value Analysis

True/False
Question The life cycle of product category is the shortest.
Correct Answer False
Your Answer False

Select The Blank
Question ________ research involves using past experiences to find
solutions to marketing problems
Correct Answer Historical
Your Answer Historical

Multiple Choice Single Answer
Question An example of Want is :
Correct Answer Continental food
Your Answer Safety

Multiple Choice Single Answer
Question It is the process of selecting people for company positions and developing skills and abilities for assignments in the company
Correct Answer Staffing
Your Answer Staffing

Select The Blank
Question Japan’s major productivity gains are the results of social changes brought about by ________
Correct Answer Statistical quality control
Your Answer Michael Porter’s model for Industry Analysis

Multiple Choice Multiple Answer
Question Target marketing involves
Correct Answer Market targeting , Market segmentation
Your Answer Market targeting , Market segmentation , Market positioning

Match The Following
Question Correct Answer Your Answer
Product related consumer characteristics Brand loyalty, Type of usage
Brand loyalty, Type of usage
Demographic Age, Sex Age, Sex
Psychographic Social class, Lifestyle Social class, Lifestyle
Geographic variables City, Region City, Region

Multiple Choice Multiple Answer
Question The micro-environment consists of following components:
Correct Answer Marketing intermediaries , Customers , Competitors
Your Answer Marketing intermediaries , Customers , Competitors

Multiple Choice Single Answer
MMI

Question Which is the shortest marketing channel for an industrial product?
Correct Answer Producer---->Industrial user
Your Answer Producer---->Consumer

3rd Copy

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Match The Following
Question Correct Answer Your Answer
Deep Assortment Carrying a product family in depth, drawing on many producer’s output Carrying the line of only one manufacturer
Exclusive Assortment Carrying the line of only one manufacturer Carrying several product lines that fall within the resellers type of business
Open bid Contract awarded to lowest bidder Direct negotiation with one or more companies covering project and terms
Negotiated Contract Direct negotiation with one or more companies covering project and terms Contract awarded to lowest bidder

Multiple Choice Multiple Answer
Question Types of Organisational Market
Correct Answer Reseller market, Industrial market, Government market
Your Answer Industrial market, Consumer market

True/False
Question The super structure indicates ways in which company’s tasks are integrated or coordinated
Correct Answer True
Your Answer True

True/False
Question A channel’s length is also called as horizontal dimension.
Correct Answer False
Your Answer False

Multiple Choice Single Answer
Question An example of Want is:
Correct Answer Continental food

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True/False
Question  Product, place and promotion elements in the marketing mix are viewed as cost factors.
Correct Answer  True
Your Answer  False

Select The Blank
Question  The demand for a product is ________ when price cut causes revenue to increase.
Correct Answer  Price elastic
Your Answer  Price elastic

Select The Blank
Question  ________ eliminates the risk of losing customer’s goodwill
Correct Answer  One price policy
Your Answer  One price policy

Select The Blank
Question  There are more number of substitutes for ________ products.
Correct Answer  Multi use
Your Answer  Multi use

True/False
Question  Storage helps firms balance supply and demand.
Correct Answer  True
Your Answer  True

Select The Blank
Question  ________ are difficult to change
Correct Answer  Attitudes
Your Answer  Habits

Select The Blank
Question  Market ________ is more prevalent than Mass marketing
Correct Answer  Segmentation
Your Answer  Segmentation

Multiple Choice Single Answer
Question  The price of a product is determined by estimating the cost of producing and marketing and then add a percentage of profits. This orientation is called:
Correct Answer: Cost
Your Answer: Demand

Multiple Choice Single Answer
Question: What is product concept?
Correct Answer: Detailed version of idea stated in consumer terms
Your Answer: Consumer's perception of an actual product

Match The Following
Question: Correct Answer: Your Answer
This refers to the number of product items within each product line.
Product depth: Product height

This includes all product item's a company offers.
Product mix: Product mix

This is a group of products that are related.
Product line: Product line

This is the total number of product lines.
Product breadth: Product breadth

Multiple Choice Multiple Answer
Question: Planning of long term strategies are based on following factors:
Correct Answer: Opportunity, Objectives, Strategies, Situation assessment, Organisation mission, Resources
Your Answer: Strengths, Objectives, Strategies, Situation assessment, Organisation mission, Resources

Multiple Choice Multiple Answer
Question: Types of psychological pricing are
Correct Answer: Prestige, Leader
Your Answer: Odd, Leader, Prestige

Multiple Choice Single Answer
Question: Marketer tries to seek what kind of response from the other party?
Correct Answer: Behavioural
Your Answer: Transaction

True/False
Question: Warehouses are needed when supply sources and markets are located close by.
Correct Answer: False
Select The Blank
Question The onus of advertising, pricing and sales promotion policies is put on _______ distribution.
Correct Answer Exclusive
Your Answer Integral

True/False
Question Marketer discourages his brand users for brand switching.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Marketing arises from ?
Correct Answer Exchange
Your Answer Exchange

Multiple Choice Multiple Answer
Question A transaction takes place when
Correct Answer There is time and place of agreement, Two things of value, Agreed upon conditions
Your Answer There is time and place of agreement, Two things of value, Agreed upon conditions

Select The Blank
Question An organisational assessment uncovers _______
Correct Answer Weaknesses
Your Answer Weaknesses

Multiple Choice Multiple Answer
Question Shorter distribution channel results in
Correct Answer Reduced costs, Limited market coverage
Your Answer Reduced costs, High market coverage

Multiple Choice Single Answer
Question The output of Stimulus Response Model is
Correct Answer Product decision
Your Answer Product

Select The Blank
Question _______ exists when a few large independent firm accounts for bulk of an industry’s sales.
Correct Answer Oligopoly
Multiple Choice Single Answer
Question A diet conscious person after playing football is thirsty. He opts for :-
Correct Answer Diet coke
Your Answer Diet coke

Multiple Choice Single Answer
Question It concentrates on organisation design and work flow
Correct Answer Flotilla
Your Answer Systems approach

Multiple Choice Single Answer
Question The input to 'Stimulus Response Model' is
Correct Answer Stimuli
Your Answer Stimuli

Multiple Choice Multiple Answer
Question Characteristics of Effective segmentation
Correct Answer Actionable , Measurable , Accessible
Your Answer Actionable , Measurable , Accessible

Multiple Choice Multiple Answer
Question Types of strategic business units are :
Correct Answer Stars , Cash cows , Question marks
Your Answer Stars , Cash cows , Question marks

Multiple Choice Single Answer
Question Pricing that enables sales people to tailor their prices to a prospect’s situation is called
Correct Answer Price shading
Your Answer Variable pricing

Multiple Choice Single Answer
Question This pricing objective involves setting a low price to discourage entry of new firms.
Correct Answer Stay out
Your Answer Elimination

Multiple Choice Single Answer
Question This distribution is necessary for most shopping and speciality goods.
Correct Answer Selective
True/False
Question The cultural environment shows long term trends towards a hedonistic society.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question This portfolio involves major capital investments which will result in either large pay offs or large losses
Correct Answer Big bets
Your Answer No-regret moves

Multiple Choice Multiple Answer
Question What is Statistical Quality Control (SQC)
Correct Answer Identifies quality and productivity from a production process, Identifies impact of any change on performance, Instantly spots malfunctions and show where they occur
Your Answer Identifies quality and productivity from a production process, Identifies impact of any change on performance, Integrates manufacturing with business strategy

Select The Blank
Question Optimum marketing mix is obtained using analysis, __________, implementation and control.
Correct Answer Planning
Your Answer Feedback

Multiple Choice Multiple Answer
Question What are the stages in new product development?
Correct Answer Idea screening, Market testing, Commercialisation
Your Answer Idea screening, Market testing, Commercialisation

Multiple Choice Single Answer
Question These are moves that will pay off irrespective of what happens in the future
Correct Answer No-regret moves
Your Answer Big bets

Multiple Choice Single Answer
Question A centralised inventory means
Correct Answer Fast delivery to customers
Your Answer Building and stocking one warehouse
Select The Blank
Question _______ of physical distribution activities increases it’s productivity as well as of manufacturer.
Correct Answer Automation
Your Answer Maximisation

True/False
Question Shorter production runs are required to produce large number of products in multi-segment strategy
Correct Answer True
Your Answer False

4th Copy

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

True/False
Question Changes in company structure also necessitates changes in the systems in various degrees
Correct Answer True
Your Answer True

Select The Blank
Question _______ is a part of the company that has a separate mission and objectives
Correct Answer SBU
Your Answer SBU

Select The Blank
Question _______ is synonymous with non-recurrent data system(RDS)
Correct Answer Market research
Your Answer Management Information system

Select The Blank
Question Skimming pricing involves_______ risk.
Correct Answer Low
Your Answer High

Select The Blank
Question Buyer’s response in _______ method may not be applicable in other markets
Correct Answer Market tests
Your Answer Correlation
True/False
Question Firms that lack promotional capabilities rely on middlemen. 
Correct Answer True 
Your Answer True

Multiple Choice Single Answer
Question It provides a way to bring in the people dimension in macro company analysis without using psychological models of human behaviour 
Correct Answer Culture 
Your Answer Role

Multiple Choice Single Answer
Question It is a reduction in list price granted to channel members for performing marketing functions 
Correct Answer Trade discount 
Your Answer Trade discount

Multiple Choice Single Answer
Question It identifies opportunities for and threats to the organisation 
Correct Answer Environmental assessment 
Your Answer Environmental assessment

True/False
Question Systems are formal and informal rules and regulations that complements the company structure 
Correct Answer True 
Your Answer True

Select The Blank
Question In production era, demand is ________ than supply 
Correct Answer Greater 
Your Answer Greater

Multiple Choice Multiple Answer
Question Drawbacks of Survey of Buyer’s intention method are 
Correct Answer Exposure, Not accurate, Time consuming 
Your Answer Not accurate, Time consuming, Sales may be inflated or deflated by sales team

Multiple Choice Multiple Answer
Question Total cost concept includes 
Correct Answer Damaged goods, Inventory obsolescence, Transportation
Match The Following

Question | Correct Answer | Your Answer
---|---|---
Air-freight | It is the best quality type of transportation available. The advantage is speed and flexibility in carrying small loads. | 
Inventory carrying cost | It increases as the quantity ordered increases. It increases as the quantity ordered increases. | 
Order processing cost | It decreases as the quantity ordered increases. It decreases as the quantity ordered increases. | 
Pipe-line | It is used to transport petroleum products to refineries. It is used to transport petroleum products to refineries. | 

Multiple Choice Multiple Answer

Question | These are the characteristics of services | 
Correct Answer | Sold on basis of benefits, Quality control is tough | 
Your Answer | Sold on basis of benefits, Mechanised and automated |

Select The Blank

Question | The cost of warehousing, transportation, inventory and handling products together constitutes ________ concept. | 
Correct Answer | Total cost | 
Your Answer | Fixed cost |

Multiple Choice Multiple Answer

Question | Forecasting methods for existing products are | 
Correct Answer | Simple trend analysis, Time series analysis, Correlation method | 
Your Answer | Simple trend analysis, Correlation method, Market tests |

Multiple Choice Single Answer

Question | It helps an organisation to cope with future by setting objectives and making strategies to achieve them | 
Correct Answer | Planning | 
Your Answer | Planning |

True/False

Question | Change in company structure from divisional to matrix also mean changes in the systems in various degrees | 
Correct Answer | True | 
Your Answer | True |
Select The Blank

Question ________ is a delivery of standard of living to society
Correct Answer Marketing
Your Answer Values

True/False

Question "The customer is always right" is the spirit of marketing concept.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer

Question The participants in a communication process are :
Correct Answer Source, Recipient
Your Answer Source, Recipient

Multiple Choice Single Answer

Question In which stage of Product life cycle, brand choice is heavily influenced by reference group
Correct Answer Maturity
Your Answer Decline

Multiple Choice Single Answer

Question The frequency at which a product is used is called ?
Correct Answer Usage rate
Your Answer Usage rate

Select The Blank

Question The factor of satisfaction and ________ motives are consistent in society
Correct Answer Profit
Your Answer Exchange

Multiple Choice Multiple Answer

Question A business is a system consisting of following elements
Correct Answer Input and output, Objectives, Process and feedback
Your Answer Objectives, Process and feedback, Profits

Multiple Choice Single Answer

Question In Cost Optimisation :
Correct Answer Overall physical distribution costs are minimised
Your Answer Overall physical distribution costs are minimised
True/False
Question Communicating with middlemen requires information which is different to the information required in communicating with the final buyers.
Correct Answer True
Your Answer True

True/False
Question Internal records such as sales reports, cost and accounting information are expensive to obtain.
Correct Answer False
Your Answer False

Multiple Choice Multiple Answer
Question Beliefs are based on
Correct Answer Knowledge, Opinion, Faith
Your Answer Knowledge, Opinion, Faith

True/False
Question "Promotion" is considered in conjunction with "Convenience".
Correct Answer False
Your Answer False

Select The Blank
Question ________ describes a person's favourable or unfavourable action tendencies towards object
Correct Answer Attitudes
Your Answer Attitudes

Multiple Choice Multiple Answer
Question Criteria for choosing distribution channels are:
Correct Answer Market coverage, Control, Costs
Your Answer Market coverage, Control, Costs

Select The Blank
Question ________ is seen as an integral process that converts materials into goods
Correct Answer Systems
Your Answer Statistical quality control

Select The Blank
Question Modern Accounting uses ________ as a unit of measure
Correct Answer Time
Your Answer Time
Multiple Choice Multiple Answer
Question How does 'structure' reduce external uncertainty arising out of human behaviour
Correct Answer Research and planning, Forecasting
Your Answer Research and planning, Forecasting

True/False
Question Economic forecasts are available from industry trade associations
Correct Answer False
Your Answer True

Multiple Choice Single Answer
Question The organisation focuses attention on one market segment and develops one marketing mix for that segment. This is known as:
Correct Answer Concentration
Your Answer Concentration

Multiple Choice Single Answer
Question This method enables the forecaster to take into consideration seasonal fluctuations and long term fluctuations
Correct Answer Time Series Analysis
Your Answer Time Series Analysis

True/False
Question Macro environment is composed of the major forces that pose opportunities and create threat for the Co.
Correct Answer True
Your Answer True

Match The Following

<table>
<thead>
<tr>
<th>Feedback</th>
<th>Communication from receiver to sender</th>
<th>Interpreting the message by receiver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encoding</td>
<td>Putting meaning to symbols conveyed as messages</td>
<td>A means by which source communicates the message</td>
</tr>
<tr>
<td>Decoding</td>
<td>Interpreting the message by receiver</td>
<td>Putting meaning to symbols conveyed as messages</td>
</tr>
<tr>
<td>Noise</td>
<td>It interferes with communication process</td>
<td>It interferes with communication process</td>
</tr>
</tbody>
</table>
Select The Blank

Question Customers are brand, style and type conscious when buying ________ products.
Correct Answer Special
Your Answer Special

Multiple Choice Multiple Answer

Question The micro-environment consists of following components:
Correct Answer Marketing intermediaries, Customers, Competitors
Your Answer Marketing intermediaries, Customers, Competitors

Multiple Choice Single Answer

Question This approach estimates sales potential of a territory by estimating the number of units of a product category that a buyer buys from all suppliers multiplied by the number of potential buyers in that territory
Correct Answer Buildup approach
Your Answer Buildup approach

Multiple Choice Multiple Answer

Question The basic goals in introductory stage are
Correct Answer Induce acceptance of new product, Gain initial distribution
Your Answer Induce acceptance of new product, Gain initial distribution

Multiple Choice Multiple Answer

Question The various variations of Negotiated contract are
Correct Answer Cost plus pricing, Fixed price, Fixed price and incentive
Your Answer Variable Price, Fixed price and incentive

Select The Blank

Question Module of Flotilla strikes an optimum balance of ________ and flexibility
Correct Answer Standardisation
Your Answer Standardisation

5th Copy

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Multiple Choice Single Answer

Question The price cut causes large increase in quantity sold and price rise results in fall in quantity sold. This demand is called
Correct Answer: Price elastic
Your Answer: Price elastic

True/False
Question: Marketer discourages his brand users for brand switching.
Correct Answer: True
Your Answer: True

Multiple Choice Multiple Answer
Question: Learning consists of
Correct Answer: Cues , Drives , Response
Your Answer: Cues , Drives , Response

Multiple Choice Single Answer
Question: It is the series of marketing institutions that help in moving the product from producer to the ultimate user.
Correct Answer: Marketing channel
Your Answer: Marketing channel

Multiple Choice Multiple Answer
Question: Physical distribution management includes
Correct Answer: Manufacturer , Middlemen , Warehouse operators
Your Answer: Manufacturer , Middlemen , Warehouse operators

Multiple Choice Single Answer
Question: It gathers, records and analyses data about problems related to Marketing.
Correct Answer: Market Research
Your Answer: Management Information System(MIS)

Select The Blank
Question: ________ can price its product without any regard to competitor.
Correct Answer: Pure monopolist
Your Answer: Pure monopolist

Multiple Choice Multiple Answer
Question: Adoption rate will be higher and faster if the product has
Correct Answer: Lower price , Greater utility , Compatability with society
Your Answer: Lower price , Greater utility , Compatability with society

True/False
Question: Consumption is shaped by the stage of family life cycle.

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MM1

Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Types of product classification
Correct Answer Consumables, Durables, Services
Your Answer Consumables, Durables, Emergency

True/False
Question After sales service is provided in a customer oriented firm
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Concept of marketing includes study of
Correct Answer Transaction, Transfer, Exchange
Your Answer Transaction, Transfer, Exchange

Select The Blank
Question More ________ is involved in sales to industrial buyers than consumers
Correct Answer Money
Your Answer Costs

Multiple Choice Multiple Answer
Question Major role of promotion is to:
Correct Answer Inform, Remind, Persuade
Your Answer Inform, Remind, Persuade

Multiple Choice Single Answer
Question What is product concept?
Correct Answer Detailed version of idea stated in consumer terms
Your Answer Consumer’s perception of an actual product

Multiple Choice Single Answer
Question The organisation focusses attention on one market segment and develops one marketing mix for that segment. This is known as:
Correct Answer Concentration
Your Answer Concentration

True/False
Question Warehouses are needed when supply sources and markets are located close by.
Correct Answer False
LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Multiple Choice Multiple Answer
Question Types of psychological pricing are
Correct Answer Prestige, Leader
Your Answer Prestige, Odd, Leader

Select The Blank
Question Firm's that lack promotional skills rely on ________ for promotional push.
Correct Answer Middlemen
Your Answer Middlemen

Select The Blank
Question For ________ items, reseller reorders goods when inventory gets low
Correct Answer Standard
Your Answer Standard

Select The Blank
Question ________ guides the development of advertisements and personal sales presentations.
Correct Answer AIDA
Your Answer AIDA

Multiple Choice Single Answer
Question This method is more accurate for short term forecasts
Correct Answer Simple Trend Analysis
Your Answer Simple Trend Analysis

Select The Blank
Question Product means the ________ and services the company offers the target market.
Correct Answer Goods
Your Answer Goods

Multiple Choice Single Answer
Question Profits are negative in which stage of product life cycle?
Correct Answer Introductory
Your Answer Introductory
Multiple Choice Single Answer
Question What is Recurrent data?
Correct Answer Routinely collected data
Your Answer Routinely collected data

True/False
Question Consumer behaviour is more challenging across international border.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question The reseller’s assortment influences it’s
Correct Answer Marketing mix, Customer mix, Supplier mix
Your Answer Marketing mix, Customer mix, Supplier mix

Multiple Choice Single Answer
Question A diet conscious person after playing football is thirsty. He
opts for :-
Correct Answer Diet coke
Your Answer Diet coke

Multiple Choice Single Answer
Question Marketing arises from ?
Correct Answer Exchange
Your Answer Exchange

Multiple Choice Single Answer
Question It gathers, records and analyses data about problems related to Marketing
Correct Answer Market Research
Your Answer Market Research

Select The Blank
Question ________ identifies the impact of any change on performance
Correct Answer Statistical quality control
Your Answer Statistical quality control

Multiple Choice Multiple Answer
Question These products move through short channels:
Correct Answer Eggs, Bread, Clothing, Cement
Your Answer Eggs, Bread, Clothing, Cement
### Match The Following

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Historical research</td>
<td>Uses past experiences to find solutions</td>
<td>Uses past experiences to find solutions</td>
</tr>
<tr>
<td>Survey research</td>
<td>Obtains data from respondents in person</td>
<td>Obtains data from respondents in person</td>
</tr>
<tr>
<td>Experimental research</td>
<td>One factor is constant and holding other factors</td>
<td>One factor is constant and holding other factors</td>
</tr>
<tr>
<td>Motivational research</td>
<td>It analyses consumer motives</td>
<td>It analyses consumer motives</td>
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</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target marketing involves</td>
<td>Market targeting , Market segmentation</td>
<td>Market targeting , Market segmentation</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketer discourages his brand users for brand switching.</td>
<td>True</td>
<td>True</td>
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### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>New product forms and brands enter in which stage of product life cycle?</td>
<td>Growth</td>
<td>Introductory</td>
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</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
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<tbody>
<tr>
<td>It refers to formal and informal rules, regulations and procedures that complements the company structure</td>
<td>Systems</td>
<td>Systems</td>
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### Match The Following

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tangible sources</td>
<td>Capital, machines, raw material</td>
<td>Capital, machines, raw material</td>
</tr>
<tr>
<td>Intangible sources</td>
<td>Information, time and technology</td>
<td>Information, time and technology</td>
</tr>
</tbody>
</table>
Consumer to producer  Backward communication  Backward communication

Customer is the focal point in  Marketing  Marketing

Multiple Choice  Single Answer
Question  Who provides time and place utility?
Correct Answer  Intermediary
Your Answer  Intermediary

Select The Blank
Question  ________ routinely performs all functions on recurrent, internal and external data
Correct Answer  Recurrent data system (RDS)
Your Answer  Recurrent data system (RDS)

Multiple Choice  Single Answer
Question  The greatest amount of satisfaction comes from which utility
Correct Answer  Possession
Your Answer  Possession

Multiple Choice  Multiple Answer
Question  Income, occupation, education, age, marital status are factors of which type of segmentation?
Correct Answer  Geographic, Demographic
Your Answer  Geographic, Demographic

Multiple Choice  Single Answer
Question  In which phase of production era, the producer and consumer are the same?
Correct Answer  Subsistence
Your Answer  Subsistence

True/False
Question  Experimental research involves obtaining data from respondents in person, mail or by phone
Correct Answer  False
Your Answer  False

Select The Blank
Question  ________ distribution is used when a small percentage of customers account for a large part of sale.
Correct Answer  Selective
Your Answer  Selective
Multiple Choice Single Answer
Question It is the most influential primary reference group shaping a buyer's behaviour
Correct Answer Family
Your Answer Family

True/False
Question Survey of buyers' intentions technique is comparatively costly and the data gathered is of questionable value.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question After the new product has passed the conceptual stages it becomes more concrete in which stages?
Correct Answer Test marketing, Commercialisation, Product development
Your Answer Test marketing, Commercialisation, Product development

Multiple Choice Multiple Answer
Question How does 'structure' reduce internal uncertainty arising out of human behaviour
Correct Answer Control mechanism, Departmentalisation
Your Answer Control mechanism, Departmentalisation

True/False
Question Services can be stored in inventory.
Correct Answer False
Your Answer False

Multiple Choice Multiple Answer
Question When is demand price elastic?
Correct Answer Price cut causes revenue to increase, Price rise causes revenue to decrease
Your Answer Price cut causes revenue to increase, Price rise causes revenue to decrease

True/False
Question Marketing strategies are developed to support broad marketing objectives
Correct Answer True
Your Answer True
Select The Blank

Question A change in quantity demanded of a product is caused by a change in its ________.
Correct Answer Price
Your Answer Price

Multiple Choice Single Answer
Question It sets a sales performance standard against which actual sales results can be compared with potential sales
Correct Answer Sales forecast
Your Answer Sales forecast

Multiple Choice Single Answer
Question "How much to order" is also called as
Correct Answer Basic stock
Your Answer Re-order point

True/False
Question Product concept testing through physical presentation increase the reliability of test.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Competition develops in which stage of Product life cycle?
Correct Answer Maturity
Your Answer Maturity

Multiple Choice Single Answer
Question It is is the data which has been converted to a useful form for decision making
Correct Answer Information
Your Answer Information

Multiple Choice Single Answer
Question What is product concept?
Correct Answer Detailed version of idea stated in consumer terms
Your Answer Detailed version of idea stated in consumer terms

True/False
Question Industrial goods are sold to end-users for personal consumption.
Correct Answer False
Your Answer False
True/False
Question Systems are formal and informal rules and regulations that complements the company structure
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Major role of promotion is to:
Correct Answer Inform, Remind, Persuade
Your Answer Inform, Remind, Persuade

Select The Blank
Question A specialty product is ________ intensively distributed than a shopping product
Correct Answer Less
Your Answer Less

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer Form
Your Answer Form

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Multiple Choice Single Answer
Question The company earns an acceptable rate of return on their net sales. This profitability objective is called:
Correct Answer Target return
Your Answer Target return

True/False
Question Product concept testing through physical presentation increase the reliability of test.
Correct Answer True
Your Answer True

Match The Following
Question Correct Answer Your Answer
Only one seller and no competition permitted legally Monopoly Pure monopoly
Few sellers but account for bulk of industry’s sales Oligopoly Oligopoly
Many sellers and buyers and each seller’s offering is somewhat different than
MM1

Others Monopolistic Monopolistic

Many sellers and buyers and none of them have much effect on the total demand, supply and product's market price. Pure competition

Select The Blank

Question The cost of warehousing, transportation, inventory and handling products together constitutes ______ concept.
Correct Answer Total cost
Your Answer Optimisation cost

Multiple Choice Multiple Answer

Question After the new product has passed the conceptual stages it becomes more concrete in which stages?
Correct Answer Test marketing, Commercialisation, Product development
Your Answer Test marketing, Commercialisation, Product development

Select The Blank

Question ______ distribution is used when a small percentage of customers account for a large part of sale.
Correct Answer Selective
Your Answer Selective

Multiple Choice Single Answer

Question Marketing arises from?
Correct Answer Exchange
Your Answer Exchange

Select The Blank

Question _______ eliminates the risk of losing customer’s goodwill
Correct Answer One price policy
Your Answer One price policy

Select The Blank

Question _______ planning determines the number, location and ownership of warehouses.
Correct Answer Warehouse
Your Answer Logistics

Multiple Choice Single Answer

Question It is that element of a plan that specifies what is to be accomplished
Correct Answer Objectives
Your Answer  Objectives

Multiple Choice Multiple Answer
Question  Research design is classified as :
Correct Answer  Methodology , Function
Your Answer  Function , Methodology

Multiple Choice Single Answer
Question  An example of Want is :
Correct Answer  Continental food
Your Answer  Continental food

True/False
Question  Product, place and promotion elements in the marketing mix are viewed as cost factors.
Correct Answer  True
Your Answer  True

Multiple Choice Multiple Answer
Question  When is demand price elastic?
Correct Answer  Price cut causes revenue to increase , Price rise causes revenue to decrease
Your Answer  Price cut causes revenue to increase , Price rise causes revenue to decrease

Multiple Choice Single Answer
Question  What is the most important promotion activity required in Industrial buying process
Correct Answer  Personal selling
Your Answer  Personal selling

True/False
Question  The greater the number of substitutes for a product, the less price elastic is its demand.
Correct Answer  False
Your Answer  True

Multiple Choice Multiple Answer
Question  Market segmentation can be done on the basis of following factors
Correct Answer  Psychographic , Demographic , Geographic
Your Answer  Psychographic , Demographic , Geographic

True/False
Question Correlation methods is also used to supplement other techniques.
Correct Answer False
Your Answer False

True/False Question Marketing involves a backward communication from consumer to producer.
Correct Answer True
Your Answer True

Multiple Choice Single Answer Question It helps an organisation to cope with future by setting objectives and making strategies to achieve them.
Correct Answer Planning
Your Answer Planning

Select The Blank Question _______ identifies the impact of any change on performance
Correct Answer Statistical quality control
Your Answer Statistical quality control

Match The Following Question Correct Answer Your Answer
Encoding Putting meaning to symbols conveyed as messages Putting meaning to symbols conveyed as messages
Decoding Interpreting the message by receiver Interpreting the message by receiver
Noise It interferes with communication process It interferes with communication process
Feedback Communication from receiver to sender Communication from receiver to sender

True/False Question Marketer discourages his brand users for brand switching.
Correct Answer True
Your Answer True

Select The Blank Question _______ concept increases the efficiency of economic system
Correct Answer Marketing
Multiple Choice Multiple Answer
Question The tangible inputs in a business are
Correct Answer Capital, Machine, Time
Your Answer Capital, Machine, Time

Select The Blank
Question Few large buyers do maximum purchasing in ______
Correct Answer Industrial market
Your Answer Industrial market

True/False
Question Marketing channels move products from customers to manufacturer.
Correct Answer False
Your Answer False

Select The Blank
Question ______ is an important tool for planning and controlling the firm's activities
Correct Answer Sales Forecast
Your Answer Sales Forecast

True/False
Question The super structure indicates ways in which company's tasks are integrated or coordinated
Correct Answer True
Your Answer False

Multiple Choice Single Answer
Question Who provides time and place utility?
Correct Answer Intermediary
Your Answer Intermediary

True/False
Question Marketing and production costs are high in multi-segment strategy
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Consumerism emerged in which era of Marketing?
Correct Answer Sales
Your Answer: Sales

Select The Blank
Question: Buyer’s response in ________ method may not be applicable in other markets
Correct Answer: Market tests
Your Answer: Market tests

Multiple Choice Multiple Answer
Question: The micro-environment consists of following components:
Correct Answer: Marketing intermediaries, Customers, Competitors
Your Answer: Marketing intermediaries, Customers, Competitors

Multiple Choice Single Answer
Question: It refers to formal and informal rules, regulations and procedures that complements the company structure
Correct Answer: Systems
Your Answer: Systems

Multiple Choice Single Answer
Question: Marketer tries to seek what kind of response from the other party?
Correct Answer: Behavioural
Your Answer: Behavioural

Multiple Choice Multiple Answer
Question: Target marketing involves
Correct Answer: Market targeting, Market segmentation
Your Answer: Market targeting, Market segmentation

Multiple Choice Multiple Answer
Question: Money is invested by way of
Correct Answer: Debt, Equity
Your Answer: Debt, Equity

Multiple Choice Single Answer
Question: The greatest amount of satisfaction comes from which utility
Correct Answer: Possession
Your Answer: Possession

Multiple Choice Single Answer
Question: Members of this group are average white and blue collar workers who aim for better living
Correct Answer: Middle class
Your Answer: Middle class
Multiple Choice Multiple Answer
Question What is Statistical Quality Control(SQC)
Correct Answer Identifies quality and productivity from a production process , Identifies impact of any change on performance , Instantly spots malfunctions and show where they occur
Your Answer Identifies quality and productivity from a production process , Identifies impact of any change on performance , Instantly spots malfunctions and show where they occur

Select The Blank
Question ________ directs the flow of goods and services from the producer to the ultimate consumer
Correct Answer Marketing
Your Answer Marketing

Multiple Choice Multiple Answer
Question Income,occupation,education , age,marital status are factors of which type of segmentation?
Correct Answer Geographic , Demographic
Your Answer Geographic , Demographic

Multiple Choice Single Answer
Question This involves developing two or more market strategies for two or more market segments
Correct Answer Multi-segmentation
Your Answer Multi-segmentation

Multiple Choice Multiple Answer
Question Characteristics of mass market strategy are :
Correct Answer One market mix for target market , One distribution and promotion strategy
Your Answer One market mix for target market , One distribution and promotion strategy

Multiple Choice Single Answer
Question Safety stock available with a company is 200 units and seasonal stock is 150 units. The usage rate of the product is 5 units/day and lead time is of 10 days. Calculate the basic stock.
Correct Answer 400 units
Your Answer 400 units

Multiple Choice Multiple Answer
Question Product characteristics that influence channel selection are
Correct Answer Complexity, Perishability, Weight
Your Answer Complexity, Perishability, Weight
**LIST OF ATTEMPTED QUESTIONS AND ANSWERS**

<table>
<thead>
<tr>
<th>Question</th>
<th>Multiple Choice Multiple Answer</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major role of promotion is to :</td>
<td>Persuade, Inform, Remind</td>
<td>Persuade, Inform, Remind</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>True/False</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A drive is a need that sufficiently presses a person to act</td>
<td>True</td>
<td>True</td>
<td></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>True/False</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The key to successful new product introduction lies in a systems approach.</td>
<td>True</td>
<td>True</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>Multiple Choice Single Answer</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>D in AIDA stands for :</td>
<td>Desire</td>
<td>Desire</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>Multiple Choice Single Answer</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher the perceived quality of the product, higher will be the perceived price. Such products are called:</td>
<td>Prestige</td>
<td>Prestige</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
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<td>It refers to formal and informal rules, regulations and procedures that complements the company structure</td>
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### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
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</thead>
<tbody>
<tr>
<td>The output of Stimulus Response Model is</td>
<td>Product decision</td>
<td>Product decision</td>
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### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Style of a company are the patterns of actions taken by members of top management over a period of time</td>
<td>True</td>
<td>True</td>
</tr>
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### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buyer's response in _______ method may not be applicable in other markets</td>
<td>Market tests</td>
<td>Market tests</td>
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### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Services can be stored in inventory.</td>
<td>False</td>
<td>False</td>
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### True/False

<table>
<thead>
<tr>
<th>Question</th>
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<th>Your Answer</th>
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<tbody>
<tr>
<td>Consumer needs are matched with the company capabilities and goals in marketing process.</td>
<td>True</td>
<td>True</td>
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### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
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<tbody>
<tr>
<td>The participants in a communication process are:</td>
<td>Source, Recipient</td>
<td>Source, Recipient</td>
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### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>__________ is synonymous with non-recurrent data system(RDS)</td>
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<td></td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Your Answer</td>
<td></td>
</tr>
<tr>
<td>--------------------------------</td>
<td>------------------------------</td>
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<tr>
<td>Market research</td>
<td>Market research</td>
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**True/False**

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<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
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<tbody>
<tr>
<td>Publicity is news carried in the mass media about a firm and its products, policies or actions.</td>
<td>True</td>
<td>True</td>
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**Multiple Choice Multiple Answer**

<table>
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<tbody>
<tr>
<td>Product characteristics that influence channel selection are</td>
<td>Complexity, Perishability, Weight</td>
<td>Complexity, Perishability, Weight</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Limitations of Traditional cost accounting are</td>
<td>Assumes factory as an isolated entity, It measures only the cost of producing</td>
<td>Assumes factory as an isolated entity, It measures only the cost of producing, It uses time as a unit of measure</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A diet conscious person after playing football is thirsty. He opts for :-</td>
<td>Diet coke</td>
<td>Diet coke</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criteria for choosing distribution channels are:</td>
<td>Market coverage, Control, Costs</td>
<td>Market coverage, Control, Costs</td>
</tr>
</tbody>
</table>

**Match The Following**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wide market coverage is achieved.</td>
<td>Intensive distribution.</td>
<td>Intensive distribution.</td>
</tr>
</tbody>
</table>
Helps in the process of matching demand and supply. | Marketing channel | Marketing channel
---|---|---
No intermediaries between producer and consumer. | Direct channel | Direct channel
Combining two or more levels of a channel under one participant's control. | Vertical integration | Vertical integration

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>In production era, demand is ______ than supply</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Greater</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Greater</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>How does 'structure' reduce external uncertainty arising out of human behaviour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Research and planning, Forecasting</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Division of labour, Departmentalisation</td>
</tr>
</tbody>
</table>

**Match The Following**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Many sellers and buyers and none of them have much effect on the total demand, supply and product's market price</td>
<td>Pure competition</td>
<td>Pure competition</td>
</tr>
<tr>
<td>Only one seller and no competition permitted legally</td>
<td>Monopoly</td>
<td>Pure monopoly</td>
</tr>
<tr>
<td>Few sellers but account for bulk of industry's sales</td>
<td>Oligopoly</td>
<td>Pure oligopoly</td>
</tr>
<tr>
<td>Many sellers and buyers and each seller's offering is somewhat different than others</td>
<td>Monopolistic</td>
<td>Oligopoly</td>
</tr>
</tbody>
</table>
**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>is a strong internal stimulus impelling action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Drive</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Belief</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Market segmentation is the decision to identify different groups that compose the market and to develop specific product for each of these groups.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>The frequency at which a product is used is called?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Usage rate</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Usage rate</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Types of psychological pricing are</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Prestige, Leader</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Prestige, Leader</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Planning of long term strategies are based on following factors:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Opportunity, Objectives, Strategies, Situation assessment, Organisation mission, Resources</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Opportunity, Strengths, Resources</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>is an important tool for planning and controlling the firm's activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Sales Forecast</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Sales Forecast</td>
</tr>
</tbody>
</table>

**Select The Blank**
<table>
<thead>
<tr>
<th>Question</th>
<th>A speciality product is ________ intensively distributed than a shopping product</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Less</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Less</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>It is the process of selecting people for company positions and developing skills and abilities for assignments in the company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Staffing</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Staffing</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Specific ________ emerge from broad strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Tactics</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Objectives</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>The research objectives are stated as ________ to be tested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Hypothesis</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Hypothesis</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Socio-cultural environment consists of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Social class , Culture</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Social class , Culture</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>________ of physical distribution activities increases it's productivity as well as of manufacturer.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Automation</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Automation</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>How does 'structure' reduce internal uncertainty arising out of human behaviour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td></td>
</tr>
</tbody>
</table>
### Correct Answer
Control mechanism, Departmentalisation

### Your Answer
Control mechanism, Departmentalisation, Specialisation

### Multiple Choice Single Answer
**Question**
What factors constitute natural environment?

**Correct Answer**
Natural resources

**Your Answer**
Natural resources

### Multiple Choice Multiple Answer
**Question**
For exchange to take place, which conditions must be satisfied?

**Correct Answer**
Atleast two parties, Each party is capable of communication and delivery, Each party has something that might be of value to the other party

**Your Answer**
Atleast two parties, Each party is capable of communication and delivery, Each party has something that might be of value to the other party

### True/False
**Question**
Internal records such as sales reports, cost and accounting information are expensive to obtain.

**Correct Answer**
False

**Your Answer**
False

### Select The Blank
**Question**
Product ________ plays a major role in distribution strategy.

**Correct Answer**
Awareness

**Your Answer**
Packaging

### Multiple Choice Multiple Answer
**Question**
Total cost includes:

**Correct Answer**
Fixed cost, Variable cost

**Your Answer**
Total cost, Fixed cost, Variable cost

### True/False
**Question**
Demand for industrial goods fluctuate more than consumer demand
<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is the data which has been converted to a useful form for decision making</td>
<td>Information</td>
<td>Information</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product development includes starting another business or buy businesses outside of their current line.</td>
<td>False</td>
<td>False</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Skimming pricing involves_________ risk.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Low</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Marginal</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>A in AIDA stands for :</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Awareness</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Advertising</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>This pricing objective involves setting a low price to discourage entry of new firms.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Stay out</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Stay out</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>It is the process of influencing one's behaviour by sharing ideas, feelings and information.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Communication</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Promotion</td>
</tr>
</tbody>
</table>
Marketing Management Assgn 2 – Senthil

True/False
Question In negotiated contracts, the bid selected by buyer is not necessarily the lowest
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Trade promotions include
Correct Answer Push money allowance, Promotional allowance
Your Answer Push money allowance, Cash rebates, Promotional allowance, Damaged goods allowance

True/False
Question Change in company’s strategy gives rise to problems necessitating a new structure to be made
Correct Answer True
Your Answer False

Multiple Choice Multiple Answer
Question What is break down approach
Correct Answer Sales potential varies with country’s general level of economic activity, Market and sales potential is based on economic forecast, Number of units that a buyer buys is multiplied by the total number of potential buyers in that territory to arrive at total sales
Your Answer Sales potential varies with country’s general level of economic activity, Market and sales potential is based on economic forecast, Number of units that a buyer buys is multiplied by the total number of potential buyers in that territory to arrive at total sales

True/False
Question Consumer behaviour is easy to understand in familiar country like India for Indians.
Correct Answer False
Your Answer True

Select The Blank
Question Buyer’s response in ________ method may not be applicable in other markets
Correct Answer Market tests
Your Answer Market tests

True/False
Question The demand for a specific brand within a product category is called selective demand.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Deciding on the number of intermediaries to be employed by a producer is called:
Correct Answer Intensity distribution
Your Answer Integral distribution

Match The Following
Question Correct Answer Your Answer
Ballast business Fit well but low opportunities Fit well but low opportunities
MM2

Gap analysis Difference between desired and projected performance
Some fit and some misfit

Corporate parenting Managing SBU’s by a corporate
Managing SBU’s by a corporate

Heartland business Give the highest priority Give the highest priority

Multiple Choice Multiple Answer
Question These products move through short channels:
Correct Answer Eggs, Bread, Clothing, Cement
Your Answer Clothing, Maruti 800 Car

Multiple Choice Single Answer
Question What is Exclusive Assortment?
Correct Answer Carrying the line of only one manufacturer
Your Answer Carrying many unrelated product lines

Select The Blank
Question Product means the _________ and services the company offers the target market.
Correct Answer Goods
Your Answer Value

Select The Blank
Question Firm’s that lack promotional skills rely on _________ for promotional push.
Correct Answer Middlemen
Your Answer Advertising agents

Multiple Choice Single Answer
Question Government units that purchase or rent goods for carrying out main functions of government is called
Correct Answer Government Market
Your Answer Reseller Market

Select The Blank
Question Low value but bulky products move through_________ channels.
Correct Answer Short
Your Answer Direct

True/False
Question Consumer needs are matched with the company capabilities and goals in marketing process.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Major role of promotion is to:
Correct Answer Inform, Remind, Persuade
Your Answer Remind, Persuade, Inform

Multiple Choice Multiple Answer
Question Factors affecting demand of a product?
Correct Answer Population, Increase in buying power
Your Answer Decrease in buying power, Buyer preferences

Select The Blank
Question _________ can price it’s product without any regard to competitor.
Correct Answer Pure monopolist
Your Answer Monopolist

Select The Blank
Question ________ are difficult to change
Correct Answer Attitudes
Your Answer Habits

Select The Blank
Question ________ exists when a few large independent firm accounts for bulk of an industry's sales.
Correct Answer Oligopoly
Your Answer Pure oligopoly

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer Form
Your Answer Possession

Select The Blank
Question Optimum marketing mix is obtained using analysis, ________, implementation and control.
Correct Answer Planning
Your Answer Planning

Multiple Choice Multiple Answer
Question Socio-cultural environment consists of
Correct Answer Social class , Culture
Your Answer Social class , Culture

True/False
Question The super structure indicates ways in which company's tasks are integrated or coordinated
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question It sets a sales performance standard against which actual sales results can be compared with potential sales
Correct Answer Sales forecast
Your Answer Sales forecast

Multiple Choice Multiple Answer
Question It is a paid form of non personal communication.
Correct Answer Advertising
Your Answer Advertising

Multiple Choice Multiple Answer
Question What are the stages in new product development ?
Correct Answer Idea screening , Market testing , Commercialisation
Your Answer Idea screening , Market testing , Commercialisation

Select The Blank
Question ________ is a descriptive thought that a person holds about something
Correct Answer Belief
Your Answer Belief

Match The Following
Question Correct Answer Your Answer
Product related consumer characteristics Brand loyalty, Type of usage
Brand loyalty, Type of usage
Demographic Age, Sex Age, Sex
Psychographic Social class, Lifestyle Social class, Buying power
Geographic variables City, Region City, Region

True/False
Question A company’s pricing objectives are influenced by time and circumstances
Correct Answer True
Your Answer True

Select The Blank
Question Major reason for success for new product is ________ product.
Correct Answer Superior
Your Answer Superior

Multiple Choice Single Answer
Question The company earns an acceptable rate of return on their net sales. This profitability objective is called:
Correct Answer Target return
Your Answer Profit maximisation

Multiple Choice Single Answer
Question It helps an organisation to cope with future by setting objectives and making strategies to achieve them
Correct Answer Planning
Your Answer Planning

Multiple Choice Multiple Answer
Question These are the characteristics of services
Correct Answer Sold on basis of benefits, Quality control is tough
Your Answer Sold on basis of benefits, Quality control is tough

Multiple Choice Single Answer
Question Feedback is fastest in which of the following channels:
Correct Answer Personal selling
Your Answer Personal selling

True/False
Question Each product and brand has a status symbol potential
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question The areas which become active after promotion budgets have been set and funds are allocated to promotion mix elements.
Correct Answer Sales management, Advertising
Your Answer Sales management, Advertising

True/False
Question Diversification strategy involves diversifying away from their original core businesses
Correct Answer True
Your Answer False

Multiple Choice Single Answer
Question What is diversification?
Correct Answer New product—New market
Multiple Choice Multiple Answer
Question After the new product has passed the conceptual stages it becomes more concrete in which stages?
Correct Answer Test marketing , Commercialisation , Product development
Your Answer Test marketing , Commercialisation , Product development , Marketing strategy development

Multiple Choice Multiple Answer
Correct Answer Damaged goods , Inventory obsolescence , Transportation
Your Answer Damaged goods , Inventory obsolescence , Transportation

Multiple Choice Single Answer
Correct Answer Strategies
Your Answer Strategies

Multiple Choice Single Answer
Correct Answer Upper-Middle
Your Answer Upper-Middle

Multiple Choice Single Answer
Correct Answer Demand elasticity
Your Answer Demand elasticity

Select The Blank
Correct Answer Macro
Your Answer Macro

True/False
Correct Answer True
Your Answer True
LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Multiple Choice Single Answer
Question Deciding on the number of intermediaries to be employed by a producer is called:
Correct Answer Intensity distribution
Your Answer Intensity distribution

Select The Blank
Question _______ distribution is used when a small percentage of customers account for a large part of sale.
Correct Answer Selective
Your Answer Exclusive

Multiple Choice Single Answer
Question Profits are negative in which stage of product life cycle?
Correct Answer Introductory
Your Answer Introductory

Multiple Choice Multiple Answer
Question When is demand inelastic?
Correct Answer Price cut causes revenue to decrease , Price rise causes revenue to increase
Your Answer Price cut causes revenue to decrease , Price rise causes revenue to increase

Multiple Choice Single Answer
Question Which is the products that potential customers do not know about it or they do not want yet.
Correct Answer Unsought
Your Answer Unsought

Multiple Choice Single Answer
Question 4p's of of Marketing should be considered in conjunction with
Correct Answer 4C's
Your Answer 4C's

Multiple Choice Single Answer
Question Recovery stage in business cycle is also called
Correct Answer Upswing
Your Answer Upswing

Select The Blank
Question Buyer's response in _______ method may not be applicable
in other markets
   Correct Answer  Market tests
   Your Answer     Market tests

Multiple Choice Single Answer
   Question  The greatest amount of satisfaction comes from which utility
   Correct Answer  Possession
   Your Answer     Form

Multiple Choice Single Answer
   Question  Government units that purchase or rent goods for carrying out main functions of government is called
   Correct Answer  Government Market
   Your Answer     Government Market

Multiple Choice Single Answer
   Question  In which phase of production era, the producer and consumer are the same?
   Correct Answer  Subsistence
   Your Answer     Subsistence

Multiple Choice Single Answer
   Question  "Image building" objectives are common in which type of market structure?
   Correct Answer  Oligopoly
   Your Answer     Competition

True/False
   Question  Marketer should keep company's mission and marketing objectives in mind while making pricing decisions.
   Correct Answer  True
   Your Answer     True

Multiple Choice Single Answer
   Question  New products enter the market and old customers make repeat purchase during which stage of product life cycle?
   Correct Answer  Growth
   Your Answer     Growth

Match The Following
   Question Correct Answer  Your Answer

Sales forecast  Correct Answer  Sales volume
   Your Answer     Sales volume
Correlation method

Historical data

Market forecast

Industry trade associations

Economic forecast

Government

True/False

Question Experimental research involves obtaining data from respondents in person, mail or by phone

Correct Answer False

Your Answer False

Select The Blank

Question Specific _______ emerge from broad strategies

Correct Answer Tactics

Your Answer Tactics

Multiple Choice Multiple Answer

Question Ways to make people do trial purchases?

Correct Answer Coupon offers , Discounts , Samples

Your Answer Good packaging , Coupon offers , Discounts

True/False

Question Publicity is news carried in the mass media about a firm and its products, policies or actions.

Correct Answer True

Your Answer True

Multiple Choice Single Answer

Question This data is originated by original research through observation/ enquiry

Correct Answer Primary data

Your Answer Primary data

True/False

Question The demand for a specific brand within a product category is called selective demand.

Correct Answer True

Your Answer True

Multiple Choice Single Answer

Question Consumerism emerged in which era of Marketing?

Correct Answer Sales

Your Answer Marketing
Multiple Choice Multiple Answer
Question    Physical distribution management includes
Correct Answer  Manufacturer, Middlemen, Warehouse operators
Your Answer  Manufacturer, Middlemen, Warehouse operators

True/False
Question    Changes in consumer's buying patterns affects channel's horizontal and vertical dimensions.
Correct Answer  True
Your Answer  True

Multiple Choice Single Answer
Question    It is the series of marketing institutions that help in moving the product from producer to the ultimate user.
Correct Answer  Marketing channel
Your Answer  Marketing channel

True/False
Question    Each product and brand has a status symbol potential
Correct Answer  True
Your Answer  True

Multiple Choice Single Answer
Question    Recession stage in business cycle is also called
Correct Answer  Slowdown
Your Answer  Slowdown

Multiple Choice Single Answer
Question    Lead time for a product is 10 days and usage rate is 6 units/day. Reorder point will be …
Correct Answer  60 units
Your Answer  60 units

Multiple Choice Single Answer
Question    Who provides time and place utility?
Correct Answer  Intermediary
Your Answer  Buyer

True/False
Question    The greater the number of substitutes for a product, the less price elastic is its demand.
Correct Answer  False
Your Answer  True
Multiple Choice Single Answer
Question It gathers, records and analyses data about problems related to Marketing
Correct Answer Market Research
Your Answer Market Research

Select The Blank
Question _______ directs the flow of goods and services from the producer to the ultimate consumer
Correct Answer Marketing
Your Answer Marketing

Multiple Choice Multiple Answer
Question A transaction takes place when
Correct Answer There is time and place of agreement, Two things of value, Agreed upon conditions
Your Answer One thing of value, There is time and place of agreement, Agreed upon conditions

Match The Following
Question Correct Answer Your Answer
Customer is the focal point in Marketing Selling
Tangible sources Capital, machines, raw material Capital, machines, raw material
Intangible sources Information, time and technology Information, time and technology
Consumer to producer Backward communication Marketing

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer Form
Your Answer Form

True/False
Question Consumer behaviour is easy to understand in familiar country like India for Indians.
Correct Answer False
Your Answer False

Multiple Choice Multiple Answer
Question  How does 'structure' reduce external uncertainty arising out of human behaviour
Correct Answer  Research and planning, Forecasting
Your Answer  Research and planning, Forecasting, Division of labour

Multiple Choice Multiple Answer
Question  The reseller's assortment influences it's
Correct Answer  Marketing mix, Customer mix, Supplier mix
Your Answer  Marketing mix, Customer mix, Supplier mix

Multiple Choice Single Answer
Question  A diet conscious person after playing football is thirsty. He opts for :-
Correct Answer  Diet coke
Your Answer  Diet coke

Select The Blank
Question  Major reason for success for new product is ________ product.
Correct Answer  Superior
Your Answer  Correctly positioned

Multiple Choice Single Answer
Question  It is that element of a plan that specifies what is to be accomplished
Correct Answer  Objectives
Your Answer  Objectives

Select The Blank
Question  Optimum marketing mix is obtained using analysis, ________, implementation and control.
Correct Answer  Planning
Your Answer  Planning

Select The Blank
Question  ________ routinely performs all functions on recurrent, internal and external data
Correct Answer  Recurrent data system (RDS)
Your Answer  Recurrent data system (RDS)

True/False
Question  Shorter production runs are required to produce large number of products in multi-segment strategy
Correct Answer  True
Your Answer True

Select The Blank
Question _______ allowance is used to communicate about the values of the product and special event
Correct Answer Promotion
Your Answer Promotion

Multiple Choice Multiple Answer
Question For exchange to take place, which conditions must be satisfied ?
Correct Answer Atleast two parties , Each party is capable of communication and delivery , Each party has something that might be of value to the other party
Your Answer Atleast two parties , Each party is capable of communication and delivery , Each party has something that might be of value to the other party

True/False
Question Companies have strenghts in a number of areas but their key strength are few in number
Correct Answer True
Your Answer True

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Select The Blank
<table>
<thead>
<tr>
<th>Question</th>
<th>_______ is an important tool for planning and controlling the firm’a activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Sales Forecast</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Sales Forecast</td>
</tr>
</tbody>
</table>

Multiple Choice Single Answer
<table>
<thead>
<tr>
<th>Question</th>
<th>These items are directly bought by industrial buyers from producers rather than the middlemen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Expensive</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Non durables</td>
</tr>
</tbody>
</table>
### Multiple Choice Single Answer

- **Question**: The greatest amount of satisfaction comes from which utility
- **Correct Answer**: Possession
- **Your Answer**: Possession

### True/False

- **Question**: The key to successful new product introduction lies in a systems approach.
- **Correct Answer**: True
- **Your Answer**: True

### Match The Following

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ballast business</td>
<td>Fit well but low opportunities</td>
<td>Some fit and some misfit opportunities</td>
</tr>
<tr>
<td>Gap analysis</td>
<td>Difference between desired and projected performance</td>
<td>Difference between desired and projected performance</td>
</tr>
<tr>
<td>Corporate parenting</td>
<td>Managing SBU's by a corporate</td>
<td>Managing SBU's by a corporate</td>
</tr>
<tr>
<td>Heartland business</td>
<td>Give the highest priority</td>
<td>Fit well but low opportunities</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

- **Question**: Aspects of political environment are:
- **Correct Answer**: Form of government adopted, Media and pressure groups, Government stability
- **Your Answer**: Form of government adopted, Media and pressure groups, Government stability

### Multiple Choice Single Answer

- **Question**: It limits the alternatives that a decision maker takes in a given situation
- **Correct Answer**: Policy
- **Your Answer**: Policy

### Select The Blank

- **Question**: ________ concept increases the efficiency of economic system
- **Correct Answer**: Marketing
- **Your Answer**: Marketing
### Match The Following

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biogenetic needs</td>
<td>Hunger, Thirst</td>
<td>Hunger, Thirst</td>
</tr>
<tr>
<td>Actual self concept</td>
<td>How person views himself</td>
<td>How person views himself</td>
</tr>
<tr>
<td>Others self concept</td>
<td>How the person thinks others see him</td>
<td>How the person thinks others see him</td>
</tr>
<tr>
<td>Personality</td>
<td>Deference, Autonomy</td>
<td>Esteem, Recognition</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demand is highly elastic for industrial goods</td>
<td>False</td>
<td>False</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is Statistical Quality Control(SQC)</td>
<td>Identifies quality and productivity from a production process, Identifies impact of any change on performance, Instantly spots malfunctions and show where they occur</td>
<td>Identifies quality and productivity from a production process, Integrates manufacturing with business strategy</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production creates which type of utility</td>
<td>Form</td>
<td>Time</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who provides time and place utility?</td>
<td>Intermediary</td>
<td>Supplier</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketer tries to seek what kind of response from the other party?</td>
<td>Behavioural</td>
<td>Behavioural</td>
</tr>
</tbody>
</table>
### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Systems are formal and informal rules and regulations that complements the company structure</td>
<td>True</td>
<td>True</td>
</tr>
<tr>
<td>In negotiated contracts, the bid selected by buyer is not necessarily the lowest</td>
<td>True</td>
<td>True</td>
</tr>
<tr>
<td>Companies apply a variety of price adjustment strategies to account for differences in customer segments and situations.</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is Marginal cost?</td>
<td>The additional cost of each unit of product, It ignores non price competition, Marginal revenue is less than average revenue</td>
<td>The additional cost of each unit of product, Marginal revenue is less than average revenue, It is useful for new products</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>In which phase of production era, the producer and consumer are the same?</td>
<td>Subsistence</td>
</tr>
<tr>
<td>Consumerism emerged in which era of Marketing?</td>
<td>Sales</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>In which phase of production era, the producer and consumer are the same?</td>
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<td>Consumerism emerged in which era of Marketing?</td>
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</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>_________ of physical distribution activities increases it's productivity as well as of manufacturer.</td>
<td></td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Your Answer</td>
</tr>
<tr>
<td>----------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Automation</td>
<td>Automation</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competition tends to focus on ________ as a product moves through its life cycle.</td>
<td>Price</td>
<td>Sales volume</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing arises from ?</td>
<td>Exchange</td>
<td>Self production</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>After sales service is provided in a customer orinented firm</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>________ distribution is used when a small percentage of customers account for a large part of sale.</td>
<td>Selective</td>
<td>Exclusive</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Changes in company structure also necessitates changes in the systems in various degrees</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A transaction takes place when</td>
<td>There is time and place of agreement, Two things of value, Agreed upon conditions</td>
<td>There is time and place of agreement, Two things of value, Agreed upon conditions</td>
</tr>
</tbody>
</table>
### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Consumer behaviour is more challenging across international border.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Types of product classification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Consumables, Durables, Services</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Consumables, Durables, Services</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Services can be stored in inventory.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>A change in quantity demanded of a product is caused by a change in its _________.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Price</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Demand</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>This distribution is necessary for most convenience goods.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Intensive</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Integral</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Change in company structure from divisional to matrix also mean changes in the systems in various degrees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Total cost concept includes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Damaged goods, Inventory obsolescence, Transportation</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Damaged goods, Inventory obsolescence, Transportation</td>
</tr>
<tr>
<td>Question</td>
<td>Correct Answer</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>--------------------------------</td>
</tr>
<tr>
<td>Money is invested by way of</td>
<td>Debt, Equity</td>
</tr>
<tr>
<td>It is the most influential primary reference group shaping a buyer's behaviour</td>
<td>Family</td>
</tr>
<tr>
<td>_______ directs the flow of goods and services from the producer to the ultimate consumer</td>
<td>Marketing</td>
</tr>
<tr>
<td>These are moves that will pay off irrespective of what happens in the future</td>
<td>No-regret moves</td>
</tr>
<tr>
<td>_______ allowance is used to communicate about the values of the product and special event</td>
<td>Promotion</td>
</tr>
<tr>
<td>How does 'structure' reduce external uncertainty arising out of human behaviour</td>
<td>Research and planning, Forecasting</td>
</tr>
<tr>
<td>Question</td>
<td>Major reason for success for new product is ________ product.</td>
</tr>
<tr>
<td>----------</td>
<td>------------------------------------------------------------</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Superior</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Correctly positioned</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Higher the perceived quality of the product, higher will be the perceived price. Such products are called:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Prestige</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Prestige</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>The most common criteria for classifying products is based on</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Buyer behaviour</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Target market</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Drawbacks of Survey of Buyer's intention method are</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Exposure , Not accurate , Time consuming</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Exposure , Not accurate , Time consuming</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>This method is more accurate for short term forecasts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Simple Trend Analysis</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Simple Trend Analysis</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>A diet conscious person after playing football is thirsty. He opts for :-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Diet coke</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Diet coke</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Marketing channels for consumer products is longer because</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Number of consumers are more , Consumers buy smaller quantities , Buying patterns of consumers is easy to detect.</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Number of consumers are more , Consumers buy smaller quantities</td>
</tr>
</tbody>
</table>
True/False
Question Marketing concept provides a balance to the exchange process within the social system
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question The culture of a company is conveyed through
Correct Answer Rites, Myths, Rituals
Your Answer Rites, Myths, Rituals

Select The Blank
Question The factor of satisfaction and ________ motives are consistent in society
Correct Answer Profit
Your Answer Profit

Select The Blank
Question A speciality product is ________ intensively distributed than a shopping product
Correct Answer Less
Your Answer Less

Multiple Choice Multiple Answer
Question The areas which become active after promotion budgets have been set and funds are allocated to promotion mix elements.
Correct Answer Sales management, Advertising
Your Answer Sales promotion, Advertising

True/False
Question Sales contests, consumer contests are examples of public relations.
Correct Answer False
Your Answer False

Select The Blank
Question Concentration on that segment of market which has the maximum number of people is called ________
Correct Answer Market fallacy
Your Answer Market fallacy
Multiple Choice Single Answer
Question This allows a marketer to adjust the actual price a customer pays for new product without reducing it’s list price
Correct Answer Trade-in allowance
Your Answer Trade-in allowance

Select The Blank
Question The demand for a product is ________ when price cut causes revenue to increase.
Correct Answer Price elastic
Your Answer Price elastic

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer Form
Your Answer Form

Multiple Choice Multiple Answer
Question An unhealthy portfolio has
Correct Answer Few stars , More dogs
Your Answer More dogs , Few stars

Multiple Choice Multiple Answer
Question For a low involvement regular purchase product, consumer goes through what all stages of buying process
Correct Answer Need recognition , Purchase decision
Your Answer Need recognition , Purchase decision

True/False
Question Marketer should keep company’s mission and marketing objectives in mind while making pricing decisions.
Correct Answer True
Your Answer True

Match The Following
Question Correct Answer Your Answer
Exclusive Assortment Carrying the line of only one manufacturer
Carrying the line of only one manufacturer

Open bid Contract awarded to lowest bidder Contract awarded to lowest bidder

Negotiated Contract Direct negotiation with one or more companies covering project and terms Direct negotiation with one or more companies covering project and terms
Deep Assortment Carrying a product family in depth, drawing on many producer's output

Multiple Choice Single Answer
Question: “Image building” objectives are common in which type of market structure?
Correct Answer: Oligopoly
Your Answer: Competition

Select The Blank
Question: _______ leads to generalisation where similar stimulus generate the same kind of response
Correct Answer: Reinforcement
Your Answer: Reinforcement

True/False
Question: Companies have strengths in a number of areas but their key strength are few in number
Correct Answer: True
Your Answer: True

Match The Following
Question Correct Answer Your Answer
Customer is the focal point in Marketing Marketing
Tangible sources Capital, machines, raw material Capital, machines, raw material
Intangible sources Information, time and technology Information, time and technology
Consumer to producer Backward communication Backward communication

Multiple Choice Multiple Answer
Question: Limitations of Traditional cost accounting are
Correct Answer: Assumes factory as an isolated entity, It measures only the cost of producing
Your Answer: Assumes factory as an isolated entity, It measures only the cost of producing

Multiple Choice Single Answer
Question: A diet conscious person after playing football is thirsty. He
Correct Answer: Diet coke
Your Answer: Diet coke

Multiple Choice Single Answer
Question: The greatest amount of satisfaction comes from which utility
Correct Answer: Possession
Your Answer: Possession

True/False
Question: Market forecasts are available from sources like government
Correct Answer: False
Your Answer: False

Multiple Choice Single Answer
Question: "When to order" is called
Correct Answer: Re-order point
Your Answer: Re-order point

Multiple Choice Single Answer
Question: In which stage of Product life cycle, brand choice is heavily influenced by reference group
Correct Answer: Maturity
Your Answer: Maturity

Multiple Choice Single Answer
Question: These are the elements of a plan that specify how objectives are to be achieved
Correct Answer: Strategies
Your Answer: Strategies

Multiple Choice Single Answer
Question: Major components of marketing mix are:
Correct Answer: Product
Your Answer: Product

Multiple Choice Single Answer
Question: It indicates the degree of differentiation
Correct Answer: Structure
Your Answer: Culture

Multiple Choice Multiple Answer
Question: What are psychogenetic needs
Correct Answer: Belonging, Recognition
Select The Blank
Question ________ guides the development of advertisements and personal sales presentations.
Correct Answer AIDA
Your Answer AIDA

Multiple Choice Multiple Answer
Question Adoption rate will be higher and faster if the product has
Correct Answer Lower price, Greater utility, Compatibility with society
Your Answer Complexity, Compatibility with society

Multiple Choice Single Answer
Question It is a reduction in list price granted to channel members for performing marketing functions
Correct Answer Trade discount
Your Answer Trade discount

Select The Blank
Question Product, price, place and promotion are the 4p's of ________
mix
Correct Answer Marketing
Your Answer Marketing

True/False
Question The cultural environment shows long term trends towards a hedonistic society.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Types of Organisational Market
Correct Answer Reseller market, Industrial market, Government market
Your Answer Reseller market, Industrial market, Government market

Multiple Choice Multiple Answer
Question Characteristics of Effective segmentation
Correct Answer Actionable, Measurable, Accessible
Your Answer Actionable, Measurable, Accessible

Multiple Choice Multiple Answer
Question Disadvantages of Primary data are:
Correct Answer Cost factor, Time factor
Your Answer Cost factor, Time factor, Credibility

Multiple Choice Single Answer
Question Members of this class neither possess family status nor unusual wealth but their primary concern is career
Correct Answer Upper-Middle
Your Answer Upper-Middle

True/False
Question A channel’s length is also called as horizontal dimension.
Correct Answer False
Your Answer False

True/False
Question Change in company structure from divisional to matrix also mean changes in the systems in various degrees
Correct Answer True
Your Answer False

Multiple Choice Single Answer
Question It limits the alternatives that a decision maker takes in a given situation
Correct Answer Policy
Your Answer Policy

Multiple Choice Multiple Answer
Question Total cost includes:
Correct Answer Fixed cost, Variable cost
Your Answer Fixed cost, Variable cost

Multiple Choice Single Answer
Question Government units that purchase or rent goods for carrying out main functions of government is called
Correct Answer Government Market
Your Answer Government Market

Select The Blank
Question ________ is a descriptive thought that a person holds about something
Correct Answer Belief
Your Answer Belief
Select The Blank
Question Specific ________ emerge from broad strategies
Correct Answer Tactics
Your Answer Objectives

Multiple Choice Single Answer
Question It focuses on one or more selected market segments and develops separate marketing mix for each segment
Correct Answer Target Marketing
Your Answer Target Marketing

Select The Blank
Question Product ________ plays a major role in distribution strategy.
Correct Answer Awareness
Your Answer Awareness

True/False
Question Buyers are geographically concentrated in the consumer market.
Correct Answer False
Your Answer False
# LIST OF ATTEMPTED QUESTIONS AND ANSWERS

## True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>A channel's length is also called as horizontal dimension.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>

## Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>It concentrates on organisation design and work flow</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Flotilla</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Statistical quality control</td>
</tr>
</tbody>
</table>

## Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>_______ measures actual sales and not intentions to buy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Market tests</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Market tests</td>
</tr>
</tbody>
</table>

## Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>This strategic posture invests sufficiently to stay in the race but avoids pre-mature commitments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Reserve the right to play</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Reserve the right to play</td>
</tr>
</tbody>
</table>

## Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>As a person acquires additional units of a product, the amount of satisfaction(each unit adds to total satisfaction), is less than the previous unit. This is called</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Law of diminishing marginal utility</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Law of diminishing marginal utility</td>
</tr>
</tbody>
</table>

## Multiple Choice Single Answer

<p>| Question                  | New product forms and brands enter in which                                                    |</p>
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>stage of product life cycle?</td>
<td>Growth</td>
<td>Introductory</td>
</tr>
<tr>
<td>Select The Blank</td>
<td>_______ leads to generalisation where similar stimulus generate the same kind of response</td>
<td>Reinforcement</td>
</tr>
<tr>
<td>True/False</td>
<td>Marketer should keep company's mission and marketing objectives in mind while making pricing decisions.</td>
<td>True</td>
</tr>
<tr>
<td>Multiple Choice Multiple Answer</td>
<td>Socio-cultural environment consists of</td>
<td>Social class, Culture</td>
</tr>
<tr>
<td>Multiple Choice Multiple Answer</td>
<td>Commercial sources have following sources</td>
<td>Advertising, Packaging, Sales persons</td>
</tr>
<tr>
<td>True/False</td>
<td>After sales service is provided in a customer oriented firm</td>
<td>True</td>
</tr>
<tr>
<td>Question</td>
<td>Product should be considered from the point of view of</td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>--------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Customer</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>Customer</td>
<td></td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Types of Organisational Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Reseller market, Industrial market, Government market</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Reseller market, Industrial market, Government market</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Research design is classified as:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Function, Methodology</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Function, Methodology, Predictive, Experimental</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>A diet conscious person after playing football is thirsty. He opts for: -</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Diet coke</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Diet coke</td>
</tr>
</tbody>
</table>

**True/False**

<table>
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<tr>
<th>Question</th>
<th>&quot;Idea screening&quot; stage reduces the number of ideas based on company's criteria.</th>
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<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>
Multiple Choice Single Answer
  Question D in AIDA stands for:
  Correct Answer Desire
  Your Answer Demand

Multiple Choice Multiple Answer
  Question Senses in our body are:
  Correct Answer Taste, Touch, See
  Your Answer Taste, Touch, See

True/False
  Question Shorter production runs are required to produce large number of products in multi-segment strategy.
  Correct Answer True
  Your Answer True

True/False
  Question Changes in consumer’s buying patterns affects channel’s horizontal and vertical dimensions.
  Correct Answer True
  Your Answer True

Multiple Choice Multiple Answer
  Question The areas which become active after promotion budgets have been set and funds are allocated to promotion mix elements.
  Correct Answer Sales management, Advertising
  Your Answer Pricing, Sales promotion, Sales management, Advertising

True/False
  Question “To increase the market share of our product”. Is it a well defined objective?
  Correct Answer False
  Your Answer True

Multiple Choice Single Answer
  Question It indicates the degree of differentiation.
  Correct Answer Structure
  Your Answer Status

Multiple Choice Multiple Answer
  Question Product characteristics that influence channel selection are:
  Correct Answer Complexity, Perishability, Weight
  Your Answer Complexity, Perishability, Buyer wants for a specific product

Multiple Choice Single Answer
  Question It concentrates on organisation design and work flow.
  Correct Answer Flotilla
  Your Answer Systems approach

Multiple Choice Multiple Answer
  Question Key concepts of systems view of management includes
Correct Answer Optimisation concept, Total cost concept, Cost trade-off concept
Your Answer Optimisation concept, Total cost concept, Cost trade-off concept, Inventory carrying cost concept

Multiple Choice Multiple Answer
Question Characteristics of Effective segmentation
Correct Answer Actionable, Measurable, Accessible
Your Answer Actionable, Measurable, Reciprocal, Accessible

Multiple Choice Multiple Answer
Question Criteria for choosing distribution channels are:
Correct Answer Market coverage, Control, Costs
Your Answer Market coverage, Control, Costs, Buyer characteristics

Multiple Choice Multiple Answer
Question These are the characteristics of services
Correct Answer Sold on basis of benefits, Quality control is tough
Your Answer Sold on basis of benefits, Mechanised and automated, Quality control is tough

Match The Following
Question Correct Answer Your Answer
Customer is the focal point in Marketing Marketing
Tangible sources Capital, machines, raw material Capital, machines, raw material
Intangible sources Information, time and technology Information, time and technology
Consumer to producer Backward communication Forward communication

Select The Blank
Question _______ concept increases the efficiency of economic system
Correct Answer Marketing
Your Answer Marketing

True/False
Question Product concept testing through physical presentation increase the reliability of test.
Correct Answer True
Your Answer True

True/False
Question The demand for necessities tends to be more price elastic than the demand for luxury products.
Correct Answer False
Your Answer True

Select The Blank
Specific ________ emerge from broad strategies
Correct Answer Tactics
Your Answer Plans

Multiple Choice Multiple Answer
Question When is demand price elastic?
Correct Answer Price cut causes revenue to increase, Price rise causes revenue to decrease
Your Answer Price cut causes revenue to increase, Price cut causes revenue to decrease, Price rise causes revenue to increase, Price rise causes revenue to increase

Match The Following
Question Correct Answer Your Answer

Exclusive Assortment Carrying the line of only one manufacturer Carrying the line of only one manufacturer
Open bid Contract awarded to lowest bidder Contract awarded to lowest bidder
Negotiated Contract Direct negotiation with one or more companies covering project and terms Direct negotiation with one or more companies covering project and terms
Deep Assortment Carrying a product family in depth, drawing on many producer’s output Carrying a product family in depth, drawing on many producer’s output

Multiple Choice Single Answer
Question What is product concept?
Correct Answer Detailed version of idea stated in consumer terms
Your Answer Consumer’s perception of an actual product

Multiple Choice Single Answer
Question A diet conscious person after playing football is thirsty. He opts for :-
Correct Answer Diet coke
Your Answer Diet coke

Multiple Choice Multiple Answer
Question The culture of a company is conveyed through
Correct Answer Rites, Myths, Rituals
Your Answer Rites, Myths, Rituals, Style

True/False
Question Marketing and production costs are high in multi-segment strategy
Correct Answer True
Your Answer True

Select The Blank
Question: The onus of advertising, pricing and sales promotion policies is put on ________ distribution.

Correct Answer: Exclusive
Your Answer: Exclusive

Select The Blank

Question: The cost of warehousing, transportation, inventory and handling products together constitutes ________ concept.

Correct Answer: Total cost
Your Answer: Fixed cost

Multiple Choice Single Answer

Question: It is his duty to analyse and convert data to information
Correct Answer: Researcher
Your Answer: Marketing Manager

Select The Blank

Question: Firm’s that lack promotional skills rely on ________ for promotional push.
Correct Answer: Middlemen
Your Answer: Advertising agents

Multiple Choice Single Answer

Question: Production creates which type of utility
Correct Answer: Form
Your Answer: Possession

True/False

Question: A company’s pricing objectives are influenced by time and circumstances
Correct Answer: True
Your Answer: True

Select The Blank

Question: ________ directs the flow of goods and services from the producer to the ultimate consumer
Correct Answer: Marketing
Your Answer: Marketing

Select The Blank

Question: Messages are made of ________
Correct Answer: Symbols
Your Answer: Words

Select The Blank

Question: The research objectives are stated as ________ to be tested
Correct Answer: Hypothesis
Your Answer: Data

True/False

Question: Boston consultance group Matrix focusses on future business.
Correct Answer: False
True/False
Question Storage helps firms balance supply and demand.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question This strategic posture takes the current industry structure and its future evolution as given and then react to the opportunities the market offers
Correct Answer Adapters
Your Answer Options

Multiple Choice Multiple Answer
Question Conditions for a Successful Communication are:
Correct Answer Sender transmits message, Receiver receives message
Your Answer Sender transmits message, Receiver receives message, Message has meaning

Multiple Choice Single Answer
Question 4p’s of of Marketing should be considered in conjunction with
Correct Answer 4C’s
Your Answer 4C’s

Multiple Choice Single Answer
Question When the quantity bought remains steady regardless of change in price, it is called
Correct Answer Price inelastic
Your Answer Price elastic

Multiple Choice Multiple Answer
Question Marketing channels for consumer products is longer because
Correct Answer Number of consumers are more, Consumers buy smaller quantities, Buying patterns of consumers is easy to detect.
Your Answer Number of consumers are more, Consumers are geographically concentrated, Consumers buy smaller quantities

Multiple Choice Single Answer
Question "How much to order" is also called as
Correct Answer Basic stock
Your Answer Re-order point

True/False
Question Firms that lack promotional capabilities rely on middlemen.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question The greatest amount of satisfaction comes from which utility
Correct Answer Possession
Your Answer Possession
Multiple Choice Multiple Answer

Question   What are psychogenetic needs
Correct Answer   Belonging, Recognition
Your Answer   Belonging, Recognition

Select The Blank

Question   ________ provides more information than Advertising and is relatively inexpensive.
Correct Answer   Publicity
Your Answer   Public relations

Select The Blank

Question   ________ is seen as an integral process that converts materials into goods
Correct Answer   Systems
Your Answer   Statistical quality control

Select The Blank

Question   ________ measures actual sales and not intentions to buy
Correct Answer   Market tests
Your Answer   Correlation method
<table>
<thead>
<tr>
<th>Type</th>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>True/False</td>
<td>A channel's length is also called as horizontal dimension.</td>
<td>False</td>
<td>False</td>
</tr>
<tr>
<td>Multiple Choice</td>
<td>It concentrates on organisation design and work flow</td>
<td>Flotilla</td>
<td>Statistical quality control</td>
</tr>
<tr>
<td>Select The Blank</td>
<td>__________ distribution is used when a small percentage of customers account for a large part of sale.</td>
<td>Selective</td>
<td>Selective</td>
</tr>
<tr>
<td>Multiple Choice</td>
<td>The reseller's assortment influences its</td>
<td>Marketing mix, Customer mix, Supplier mix</td>
<td>Marketing mix, Customer mix, Buyer mix</td>
</tr>
<tr>
<td>Select The Blank</td>
<td>Specific __________ emerge from broad strategies</td>
<td>Tactics</td>
<td>Objectives</td>
</tr>
<tr>
<td>Multiple Choice</td>
<td>What is Market development?</td>
<td>Existing product-New market</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>New product-New market</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------</td>
<td>------------------------</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Income, occupation, education, age, marital status are factors of which type of segmentation?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Geographic, Demographic</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Demographic</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>There are more number of substitutes for _________ products.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Multi use</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Multi use</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>These are the characteristics of services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Sold on basis of benefits, Quality control is tough</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Sold on basis of benefits, Quality control is tough</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Planning of long term strategies are based on following factors:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Opportunity, Objectives, Strategies, Situation assessment, Organisation mission, Resources</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Strengths, Objectives, Strategies, Situation assessment, Organisation mission, Resources</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Competition tends to focus on _________ as a product moves through its life cycle.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Price</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Quality</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>The onus of advertising, pricing and sales promotion policies is put on _________ distribution.</th>
</tr>
</thead>
</table>
### Select The Blank

**Question**

_______ is a strong internal stimulus impelling action.

**Correct Answer**

Drive

**Your Answer**

Drive

### True/False

**Question**

Market forecasts are available from sources like government.

**Correct Answer**

False

**Your Answer**

True

### Multiple Choice Multiple Answer

**Question**

Physical distribution management includes

**Correct Answer**

Manufacturer, Middlemen, Warehouse operators

**Your Answer**

Manufacturer, Customer, Middlemen, Warehouse operators

### True/False

**Question**

Consumer behaviour is more challenging across international border.

**Correct Answer**

True

**Your Answer**

True

### Multiple Choice Single Answer

**Question**

Manufacturers offering variety of price promotions to their middlemen is called

**Correct Answer**

Trade promotion

**Your Answer**

Trade-in allowance

### Select The Blank

**Question**

Total cost is the sum of ________ + Variable cost.
Correct Answer: Fixed cost
Your Answer: Fixed cost

**Multiple Choice Multiple Answer**
**Question**: Money is invested by way of
**Correct Answer**: Debt, Equity
**Your Answer**: Risk, Equity

**Select The Blank**
**Question**: ________ describes a person's favourable or unfavourable action tendencies towards object
**Correct Answer**: Attitudes
**Your Answer**: Attitudes

**Multiple Choice Single Answer**
**Question**: Consumerism emerged in which era of Marketing?
**Correct Answer**: Sales
**Your Answer**: Sales

**Match The Following**
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wide market coverage is achieved.</td>
<td>Intensive distribution.</td>
<td>Intensive distribution.</td>
</tr>
<tr>
<td>Helps in the process of matching demand and supply.</td>
<td>Marketing channel</td>
<td>Marketing channel</td>
</tr>
<tr>
<td>No intermediaries between producer and consumer.</td>
<td>Direct channel</td>
<td>Direct channel</td>
</tr>
<tr>
<td>Combining two or more levels of a channel under one participant's control.</td>
<td>Vertical integration</td>
<td>Vertical integration</td>
</tr>
</tbody>
</table>
**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logistics is an area of potentially high cost saving and improves customer satisfaction.</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decline in buying power due to price levels rising more rapidly than income is called</td>
<td>Inflation</td>
<td>Inflation</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>In pure competition many sellers and buyers are there and have major effect on demand and supply of the product’s market price</td>
<td>False</td>
<td>True</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
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<th>Your Answer</th>
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</thead>
<tbody>
<tr>
<td>______ measures actual sales and not intentions to buy</td>
<td>Market tests</td>
<td>Market tests</td>
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**Multiple Choice Single Answer**

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</tr>
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<tbody>
<tr>
<td>This strategic posture invests sufficiently to stay in the race but avoids pre-mature commitments</td>
<td>Reserve the right to play</td>
<td>Reserve the right to play</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
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<tr>
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<th>Correct Answer</th>
<th>Your Answer</th>
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</thead>
<tbody>
<tr>
<td>As a person acquires additional units of a product, the amount of satisfaction (each unit adds to total satisfaction), is less than the previous unit. This is called</td>
<td>Law of diminishing marginal utility</td>
<td>Law of diminishing marginal utility</td>
</tr>
</tbody>
</table>
### Multiple Choice Single Answer

**Question**
New product forms and brands enter in which stage of product life cycle?

**Correct Answer**
Growth

**Your Answer**
Introductory

---

### Select The Blank

**Question**
________ leads to generalisation where similar stimulus generate the same kind of response

**Correct Answer**
Reinforcement

**Your Answer**
Cues

---

### True/False

**Question**
Marketer should keep company's mission and marketing objectives in mind while making pricing decisions.

**Correct Answer**
True

**Your Answer**
True

---

### Multiple Choice Multiple Answer

**Question**
Socio-cultural environment consists of

**Correct Answer**
Social class , Culture

**Your Answer**
Technology , Social class , Culture

---

### Multiple Choice Multiple Answer

**Question**
Commercial sources have following sources

**Correct Answer**
Advertising , Packaging , Sales persons

**Your Answer**
Advertising , Packaging , Mass media

---

### True/False

**Question**
After sales service is provided in a customer oriented firm

**Correct Answer**
True
### Multiple Choice Single Answer

<table>
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<tr>
<th>Question</th>
<th>Product should be considered from the point of view of</th>
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<tbody>
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<td>Your Answer</td>
<td>Customer</td>
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### Multiple Choice Multiple Answer

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</tr>
<tr>
<td>Your Answer</td>
<td>Function, Methodology, Predictive, Experimental</td>
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### Multiple Choice Single Answer

<table>
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<tr>
<th>Question</th>
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<tr>
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</tr>
<tr>
<td>Your Answer</td>
<td>Diet coke</td>
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### True/False

<table>
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<th>&quot;Idea screening&quot; stage reduces the number of ideas based on company's criteria.</th>
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<tr>
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<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Categories of adopters are</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Innovators, Early adopters, Laggards</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Innovators, Early adopters, Late adopters, Laggards</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>------------------------------------------------------</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Secondary data is cheaper and faster to collect than primary data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>This method enables the forecaster to take into consideration seasonal fluctuations and long term fluctuations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Time Series Analysis</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Time Series Analysis</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Wholesalers and retailers help manufacturer in carrying _______ flow to final buyers.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Title</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Title</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>&quot;Promotion&quot; is considered in conjunction with &quot;Convenience&quot;.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>To serve a market segment profitably means</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Sales revenue generated is more than cost of marketing effort</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Sales revenue generated is more than cost of marketing effort</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Uses of Market research are:</th>
</tr>
</thead>
</table>
### Correct Answer
Advertising effectiveness, Sales forecasting, Identifying market trends

### Your Answer
Advertising effectiveness, Sales forecasting, Identifying market trends, MIS formation

#### Match The Following

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motivational research</td>
<td>It analyses consumer motives</td>
<td>It is used to forecast future values such as sales revenue etc</td>
</tr>
<tr>
<td>Historical research</td>
<td>Uses past experiences to find solutions</td>
<td>Uses past experiences to find solutions</td>
</tr>
<tr>
<td>Survey research</td>
<td>Obtains data from respondents in person</td>
<td>Obtains data from respondents in person</td>
</tr>
<tr>
<td>Experimental research</td>
<td>One factor is constant and holding other factors</td>
<td>Tests hypothesis about the relationship between dependent variables</td>
</tr>
</tbody>
</table>
Multiple Choice Multiple Answer
Question  Trade promotions include
Correct Answer  Push money allowance , Promotional allowance
Your Answer  Push money allowance , Cash rebates , Promotional allowance

Multiple Choice Single Answer
Question  What is product development?
Correct Answer  New product–Existing market
Your Answer  Existing product–New market

True/False
Question  Firms that lack promotional capabilities rely on middlemen.
Correct Answer  True
Your Answer  True

Select The Blank
Question  Customers are brand,style and type conscious when buying ________ products.
Correct Answer  Special
Your Answer  Convenience

Multiple Choice Multiple Answer
Question  The tangible inputs in a business are
Correct Answer  Capital , Machine , Time
Your Answer  Capital , Technology , Machine

Multiple Choice Multiple Answer
Question  Ways to make people do trial purchases?
Correct Answer  Coupon offers , Discounts , Samples
Your Answer  Coupon offers , Discounts , Samples

Match The Following
Question  Correct Answer  Your Answer
Ballast business  Fit well but low opportunities  Misfit with understanding of critical success factors
Gap analysis  Difference between desired and projected performance
Corporate parenting  Managing SBU’s by a corporate
Heartland business  Give the highest priority Give the highest priority

Select The Blank
Question ________ is some characteristic of people in the market that helps in dividing it.
   Correct Answer  Factor
   Your Answer  Age

Multiple Choice Single Answer
   Question  It appraises the organisation’s capacity to respond to these opportunities and threats
   Correct Answer  Organisational assessment
   Your Answer  Organisational assessment

True/False
   Question  Marketing channels move products from customers to manufacturer.
   Correct Answer  False
   Your Answer  False

Select The Blank
   Question  There are more number of substitutes for ________ products.
   Correct Answer  Multi use
   Your Answer  Shopping

True/False
   Question  The demand for necessities tends to be more price elastic than the demand for luxury products.
   Correct Answer  False
   Your Answer  False

True/False
   Question  Survey of buyers’ intentions technique is comparatively costly and the data gathered is of questionable value.
   Correct Answer  True
   Your Answer  True

Select The Blank
   Question  ________ method is suitable for products with a stable demand pattern
   Correct Answer  Simple trend analysis
   Your Answer  Simple trend analysis
True/False
Question Diversification strategy involves diversifying away from their original core businesses
Correct Answer True
Your Answer True

Select The Blank
Question ______ occurs when people inspite of being qualified and experienced have to settle for a low level job.
Correct Answer Underemployment
Your Answer Inflation

Multiple Choice Single Answer
Question The greatest amount of satisfaction comes from which utility
Correct Answer Possession
Your Answer Time

Multiple Choice Multiple Answer
Question Market segmentation can be done on the basis of following factors
Correct Answer Psychographic, Demographic, Geographic
Your Answer Psychographic, Demographic, Geographic, Economic

Multiple Choice Single Answer
Question Who provides time and place utility?
Correct Answer Intermediary
Your Answer Supplier

Multiple Choice Single Answer
Question What is the most important promotion activity required in Industrial buying process
Correct Answer Personal selling
Your Answer Advertising

Select The Blank
Question ______ is a strong internal stimulus impelling action
Correct Answer Drive
Your Answer Belief

Select The Blank
Question Module of Flotilla strikes an optimum balance of ______ and flexibility
Correct Answer Standardisation
Your Answer Standardisation
Select The Blank
Question The cost of warehousing, transportation, inventory and handling products together constitutes ________ concept.
Correct Answer Total cost
Your Answer Total cost

True/False
Question A company’s pricing objectives are influenced by time and circumstances
Correct Answer True
Your Answer True

True/False
Question Market segmentation is the decision to identify different groups that compose the market and to develop specific product for each of these groups.
Correct Answer False
Your Answer True

True/False
Question Marketing strategies are developed to support broad marketing objectives
Correct Answer True
Your Answer True

Match The Following
Question Correct Answer Your Answer
Cash discount Given for paying promptly Given for paying promptly
Trade discount Reduction in list price to channel members Discount percentage increases as the quantity purchased increases
Cumulative quantity discount Discount percentage increases as the quantity purchased increases Applies to multiple orders
Non-cumulative quantity discount Applies to a single order Applies to a single order

Multiple Choice Single Answer
Question This method enables the forecaster to take into consideration seasonal fluctuations and long term fluctuations
Correct Answer Time Series Analysis
Your Answer Sales Forecast
Multiple Choice Multiple Answer
Question Uses of Market research are:
Correct Answer Advertising effectiveness, Sales forecasting, Identifying market trends
Your Answer Advertising effectiveness, Sales forecasting, Identifying market trends

Multiple Choice Multiple Answer
Question Types of product classification
Correct Answer Consumables, Durables, Services
Your Answer Consumables, Durables, Services

Multiple Choice Multiple Answer
Question Planning of long term strategies are based on following factors:
Correct Answer Opportunity, Objectives, Strategies, Situation assessment, Organisation mission, Resources
Your Answer Opportunity, Strengths, Objectives, Strategies, Situation assessment, Organisation mission, Resources

Multiple Choice Single Answer
Question The input to 'Stimulus Response Model' is
Correct Answer Stimuli
Your Answer Stimuli

Multiple Choice Single Answer
Question The organisation focusses attention on one market segment and develops one marketing mix for that segment. This is known as:
Correct Answer Concentration
Your Answer Concentration

Multiple Choice Multiple Answer
Question Categories of adopters are
Correct Answer Innovators, Early adopters, Laggards
Your Answer Innovators, Early adopters

Multiple Choice Single Answer
Question It is the most influential primary reference group shaping a buyer’s behaviour
Correct Answer Family
Your Answer Family
Question: This discount is offered to customers to encourage them to remain loyal buyers.
Correct Answer: Quantity discount
Your Answer: Trade discount

Multiple Choice Single Answer
Question: An example of Want is:
Correct Answer: Continental food
Your Answer: Continental food

Select The Blank
Question: _________ planning determines the number, location and ownership of warehouses.
Correct Answer: Warehouse
Your Answer: Inventory

Select The Blank
Question: _________ product is sold for use in producing other goods or services.
Correct Answer: Industrial
Your Answer: Industrial

Multiple Choice Single Answer
Question: Members of this group are average white and blue collar workers who aim for better living.
Correct Answer: Middle class
Your Answer: Upper-Middle

Multiple Choice Multiple Answer
Question: Types of strategic business units are:
Correct Answer: Stars, Cash cows, Question marks
Your Answer: Stars, Cash cows, Goats

Multiple Choice Single Answer
Question: Groups having a direct influence on a person are called.
Correct Answer: Membership groups
Your Answer: Homogeneous groups

Multiple Choice Single Answer
Question: A diet conscious person after playing football is thirsty. He opts for:
Correct Answer: Diet coke
Your Answer: Diet coke
True/False
Question Systems are formal and informal rules and regulations that complements the company structure
Correct Answer True
Your Answer True

True/False
Question Pricing strategies change over the life cycle of the product
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer Form
Your Answer Form

Multiple Choice Multiple Answer
Question Characteristics of mass market strategy are :
Correct Answer One market mix for target market , One distribution and promotion strategy
Your Answer One market mix for target market , Number of pricing strategies , One distribution and promotion strategy
LIST OF ATTEMPTED QUESTIONS AND ANSWERS

True/False
Question Indirect channels for industrial products are longer than consumer product channels.
Correct Answer False
Your Answer False

Multiple Choice Single Answer
Question Depression stage in business cycle is also called
Correct Answer Bust
Your Answer Bust

Multiple Choice Single Answer
Question This distribution is necessary for most convenience goods.
Correct Answer Intensive
Your Answer Intensive

True/False
Question Consumer behaviour is more challenging across international border.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question It refers to formal and informal rules, regulations and procedures that complements the company structure
Correct Answer Systems
Your Answer Systems

Match The Following
Question Correct Answer Your Answer
Feedback Communication from receiver to sender Communication from receiver to sender
Encoding Putting meaning to symbols conveyed as messages Putting meaning to symbols conveyed as messages
Decoding Interpreting the message by receiver Interpreting the message by receiver
Noise It interferes with communication process It interferes with communication process

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer Form
Your Answer Form

True/False
"Idea screening" stage reduces the number of ideas based on company's criteria.
Correct Answer: True
Your Answer: True

Research design is classified as:
Correct Answer: Function, Methodology
Your Answer: Function, Methodology

Physical distribution management includes
Correct Answer: Manufacturer, Middlemen, Warehouse operators
Your Answer: Manufacturer, Middlemen, Warehouse operators

This method enables the forecaster to take into consideration seasonal fluctuations and long term fluctuations.
Correct Answer: Time Series Analysis
Your Answer: Time Series Analysis

The micro-environment consists of following components:
Correct Answer: Marketing intermediaries, Customers, Competitors
Your Answer: Marketing intermediaries, Customers, Competitors

Marketing concept has application only in profit oriented businesses.
Correct Answer: False
Your Answer: False

The demand for a specific brand within a product category is called selective demand.
Correct Answer: True
Your Answer: True

Recession stage in business cycle is also called
Correct Answer: Slowdown
Your Answer: Slowdown

Commercial sources have following sources
Correct Answer: Advertising, Packaging, Sales persons
Your Answer: Advertising, Packaging, Sales persons

________ occurs when people inspite of being qualified and experienced and trained have to settle for a low level job.
Correct Answer: Underemployment
Your Answer Underemployment

Multiple Choice Multiple Answer
Question What are variable costs?
Correct Answer Material, Labour
Your Answer Material, Labour

Multiple Choice Multiple Answer
Question Forecasting methods for existing products are
Correct Answer Simple trend analysis, Correlation method, Market tests
Your Answer Simple trend analysis, Time series analysis, Correlation method

True/False
Question The super structure indicates ways in which company's tasks are integrated or coordinated
Correct Answer True
Your Answer True

Select The Blank
Question Competition tends to focus on ________ as a product moves through its life cycle.
Correct Answer Price
Your Answer Price

Select The Blank
Question There are more number of substitutes for ________ products.
Correct Answer Multi use
Your Answer Multi use

Select The Blank
Question Module of Flotilla strikes an optimum balance of ________ and flexibility
Correct Answer Standardisation
Your Answer Standardisation

Match The Following
Question Correct Answer Your Answer
Customer is the focal point in Marketing Marketing
Tangible sources Capital, machines, raw material Capital, machines, raw material
Intangible sources Information, time and technology Information, time and technology
Consumer to producer Backward communication Backward communication

Multiple Choice Multiple Answer
Question Ways to make people do trial purchases?
Correct Answer: Coupon offers, Discounts, Samples
Your Answer: Coupon offers, Discounts, Samples

Multiple Choice Multiple Answer
Question: Target marketing involves
Correct Answer: Market targeting, Market segmentation
Your Answer: Market targeting, Market segmentation

Multiple Choice Single Answer
Question: Prosperity stage in business cycle is also called
Correct Answer: Boom
Your Answer: Boom

Select The Blank
Question: ________cost accounting measures the cost of producing and ignores the cost of non-producing
Correct Answer: Traditional
Your Answer: Traditional

Select The Blank
Question: ________ routinely performs all functions on recurrent, internal and external data
Correct Answer: Recurrent data system (RDS)
Your Answer: Management Information system (MIS)

Multiple Choice Single Answer
Question: Quantity discrepancy for a convenience product in a marketing channel is adjusted by:
Correct Answer: Retailer
Your Answer: Retailer

True/False
Question: Marketer discourages his brand users for brand switching.
Correct Answer: True
Your Answer: True

True/False
Question: The greater the number of substitutes for a product, the less price elastic is its demand.
Correct Answer: False
Your Answer: False

Multiple Choice Single Answer
Question: It limits the alternatives that a decision maker takes in a given situation
Correct Answer: Policy
Your Answer: Policy

Multiple Choice Single Answer
Question: It identifies opportunities for and threats to the organisation
Correct Answer: Environmental assessment
Your Answer: Environmental assessment
Select The Blank
Question Concentration on that segment of market which has the maximum number of people is called ________
Correct Answer Market fallacy
Your Answer Market fallacy

Multiple Choice Multiple Answer
Question Aspects of political environment are :
Correct Answer Form of government adopted , Media and pressure groups , Government stability
Your Answer Form of government adopted , Media and pressure groups , Government stability

Multiple Choice Multiple Answer
Question The participants in a communication process are :
Correct Answer Source , Recipient
Your Answer Source , Recipient

True/False
Question Change in company's strategy gives rise to problems necessitating a new structure to be made
Correct Answer True
Your Answer True

Select The Blank
Question ________is a strong internal stimulus impelling action
Correct Answer Drive
Your Answer Drive

Multiple Choice Single Answer
Question Which is the shortest marketing channel for an industrial product?
Correct Answer Producer-->Industrial user
Your Answer Producer-->Industrial user

Select The Blank
Question ________ is synonymous with non-recurrent data system(RDS)
Correct Answer Market research
Your Answer Market research

Multiple Choice Single Answer
Question This discount is offered to customers to encourage them to remain loyal buyers
Correct Answer Quantity discount
Your Answer Quantity discount

Select The Blank
Question For ________ items, reseller reorders goods when inventory gets low
Correct Answer Standard
Your Answer Standard
Multiple Choice Multiple Answer

Question: What are psychogenetic needs
Correct Answer: Belonging, Recognition
Your Answer: Belonging, Recognition

Multiple Choice Single Answer

Question: This approach estimates sales potential of a territory by estimating the number of units of a product category that a buyer buys from all suppliers multiplied by the number of potential buyers in that territory
Correct Answer: Buildup approach
Your Answer: Buildup approach

Select The Blank

Question: ________ research involves using past experiences to find solutions to marketing problems
Correct Answer: Historical
Your Answer: Historical

True/False

Question: Communicating with middlemen requires information which is different to the information required in communicating with the final buyers.
Correct Answer: True
Your Answer: True
## LIST OF ATTEMPTED QUESTIONS AND ANSWERS

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>A channel's length is also called as horizontal dimension.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>It concentrates on organisation design and work flow</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Flotilla</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Statistical quality control</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>_______ measures actual sales and not intentions to buy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Market tests</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Market tests</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>This strategic posture invests sufficiently to stay in the race but avoids pre-mature commitments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Reserve the right to play</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Reserve the right to play</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>As a person acquires additional units of a product, the amount of satisfaction(each unit adds to total satisfaction), is less than the previous unit. This is called</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Law of diminishing marginal utility</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Law of diminishing marginal utility</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>New product forms and brands enter in which stage of product life cycle?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Growth</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Introductory</td>
</tr>
</tbody>
</table>

### Select The Blank

<p>| Question | _______ leads to generalisation where similar |</p>
<table>
<thead>
<tr>
<th>Stimulus</th>
<th>Generate the same kind of response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Reinforcement</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Cues</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Marketer should keep company's mission and marketing objectives in mind while making pricing decisions.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Socio-cultural environment consists of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Social class , Culture</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Technology , Social class , Culture</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Commercial sources have following sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Advertising , Packaging , Sales persons</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Advertising , Packaging , Mass media</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>After sales service is provided in a customer oriented firm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Product should be considered from the point of view of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Customer</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Customer</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Types of Organisational Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Reseller market , Industrial market , Government market</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Reseller market , Industrial market , Government market</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**
**Research design is classified as :**

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Function , Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Function , Methodology , Predictive , Experimental</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

**Question**
A diet conscious person after playing football is thirsty. He opts for :-

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Diet coke</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Diet coke</td>
</tr>
</tbody>
</table>

**True/False**

**Question**
"Idea screening" stage reduces the number of ideas based on company's criteria.

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>True</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**LIST OF ATTEMPTED QUESTIONS AND ANSWERS**

**True/False**

**Question**
In negotiated contracts, the bid selected by buyer is not necessarily the lowest

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>True</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

**Question**
Trade promotions include

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Push money allowance , Promotional allowance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Push money allowance , Cash rebates , Promotional allowance , Damaged goods allowance</td>
</tr>
</tbody>
</table>

**True/False**

**Question**
Change in company's strategy gives rise to problems necessitating a new structure to be made

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>True</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

**Question**
What is break down approach

| Correct Answer | Sales potential varies with country's general level of economic activity , Market and sales potential is based on economic forecast , Number of units that a buyer buys is multiplied by the total number of potential buyers in that territory to arrive at total sales |
Sales potential varies with country's general level of economic activity. Market and sales potential is based on economic forecast. Number of units that a buyer buys is multiplied by the total number of potential buyers in that territory to arrive at total sales.

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Consumer behaviour is easy to understand in familiar country like India for Indians.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Buyer's response in _______ method may not be applicable in other markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Market tests</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Market tests</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>The demand for a specific brand within a product category is called selective demand.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Deciding on the number of intermediaries to be employed by a producer is called:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Intensity distribution</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Integral distribution</td>
</tr>
</tbody>
</table>

**Match The Following**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ballast business</td>
<td>Fit well but low opportunities</td>
<td>Fit well but low opportunities</td>
</tr>
<tr>
<td>Gap analysis</td>
<td>Difference between desired and projected performance</td>
<td>Some fit and some misfit</td>
</tr>
<tr>
<td>Corporate parenting</td>
<td>Managing SBU's by a corporate</td>
<td>Managing SBU's by a corporate</td>
</tr>
<tr>
<td>Heartland business</td>
<td>Give the highest priority</td>
<td>Give the highest priority</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>These products move through short channels:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Eggs, Bread, Clothing, Cement</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Clothing, Maruti 800 Car</td>
</tr>
</tbody>
</table>
### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is Exclusive Assortment?</td>
<td>Carrying the line of only one manufacturer</td>
<td>Carrying many unrelated product lines</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product means the _______ and services the company offers the target market.</td>
<td>Goods</td>
<td>Value</td>
</tr>
<tr>
<td>Firm's that lack promotional skills rely on _______ for promotional push.</td>
<td>Middlemen</td>
<td>Advertising agents</td>
</tr>
<tr>
<td>Government units that purchase or rent goods for carrying out main functions of government is called</td>
<td>Government Market</td>
<td>Reseller Market</td>
</tr>
<tr>
<td>Low value but bulky products move through _______ channels.</td>
<td>Short</td>
<td>Direct</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer needs are matched with the company capabilities and goals in marketing process.</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major role of promotion is to :</td>
<td>Inform, Remind, Persuade</td>
<td>Remind, Persuade, Inform</td>
</tr>
<tr>
<td>Question</td>
<td>Factors affecting demand of a product?</td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>--------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Population, Increase in buying power</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>Decrease in buying power, Buyer preferences</td>
<td></td>
</tr>
</tbody>
</table>

Select The Blank
<table>
<thead>
<tr>
<th>Question</th>
<th>_______ can price it's product without any regard to competitor.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Pure monopolist</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Monopolist</td>
</tr>
</tbody>
</table>

Select The Blank
<table>
<thead>
<tr>
<th>Question</th>
<th>_______ are difficult to change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Attitudes</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Habits</td>
</tr>
</tbody>
</table>

Select The Blank
<table>
<thead>
<tr>
<th>Question</th>
<th>_______ exists when a few large independent firm accounts for bulk of an industry's sales.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Oligopoly</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Pure oligopoly</td>
</tr>
</tbody>
</table>

Multiple Choice Single Answer
<table>
<thead>
<tr>
<th>Question</th>
<th>Production creates which type of utility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Form</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Possession</td>
</tr>
</tbody>
</table>

Select The Blank
<table>
<thead>
<tr>
<th>Question</th>
<th>Optimum marketing mix is obtained using analysis, ________, implementation and control.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Planning</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Planning</td>
</tr>
</tbody>
</table>

Multiple Choice Multiple Answer
<table>
<thead>
<tr>
<th>Question</th>
<th>Socio-cultural environment consists of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Social class, Culture</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Social class, Culture</td>
</tr>
</tbody>
</table>

True/False
<table>
<thead>
<tr>
<th>Question</th>
<th>The super structure indicates ways in which company's tasks are integrated or coordinated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
</tbody>
</table>
**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>It sets a sales performance standard against which actual sales results can be compared with potential sales.</td>
<td>Sales forecast</td>
<td>Sales forecast</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is a paid form of non personal communication.</td>
<td>Advertising</td>
<td>Advertising</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are the stages in new product development?</td>
<td>Idea screening , Market testing , Commercialisation</td>
<td>Idea screening , Market testing , Commercialisation</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>_______ is a descriptive thought that a person holds about something</td>
<td>Belief</td>
<td>Belief</td>
</tr>
</tbody>
</table>

**Match The Following**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product related consumer characteristics</td>
<td>Brand loyalty, Type of usage</td>
<td>Brand loyalty, Type of usage</td>
</tr>
<tr>
<td>Demographic</td>
<td>Age, Sex</td>
<td>Age, Sex</td>
</tr>
<tr>
<td>Psychographic</td>
<td>Social class, Lifestyle</td>
<td>Social class, Buying power</td>
</tr>
<tr>
<td>Geographic variables</td>
<td>City, Region</td>
<td>City, Region</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A company's pricing objectives are influenced by time and circumstances</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major reason for success for new product is _______ product.</td>
<td></td>
</tr>
</tbody>
</table>
### Multiple Choice Single Answer
**Question**: The company earns an acceptable rate of return on their net sales. This profitability objective is called:

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Superior</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Superior</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer
**Question**: It helps an organisation to cope with future by setting objectives and making strategies to achieve them.

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Planning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Planning</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer
**Question**: These are the characteristics of services

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Sold on basis of benefits, Quality control is tough</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Sold on basis of benefits, Quality control is tough</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer
**Question**: Feedback is fastest in which of the following channels:

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Personal selling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Personal selling</td>
</tr>
</tbody>
</table>

### True/False
**Question**: Each product and brand has a status symbol potential

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>True</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer
**Question**: The areas which become active after promotion budgets have been set and funds are allocated to promotion mix elements.

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Sales management, Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Sales management, Advertising</td>
</tr>
</tbody>
</table>

### True/False
**Question**: Diversification strategy involves diversifying away from their original core businesses

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>True</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>
### Multiple Choice Single Answer

**Question** What is diversification?

**Correct Answer** New product-New market

**Your Answer** New product-Existing market

### Multiple Choice Multiple Answer

**Question** After the new product has passed the conceptual stages it becomes more concrete in which stages?

**Correct Answer** Test marketing, Commercialisation, Product development

**Your Answer** Test marketing, Commercialisation, Product development, Marketing strategy development

### Multiple Choice Multiple Answer

**Question** Total cost concept includes

**Correct Answer** Damaged goods, Inventory obsolescence, Transportation

**Your Answer** Damaged goods, Inventory obsolescence, Transportation

### Multiple Choice Single Answer

**Question** These are the elements of a plan that specify how objectives are to be achieved

**Correct Answer** Strategies

**Your Answer** Strategies

### Multiple Choice Single Answer

**Question** Members of this class neither possess family status nor unusual wealth but their primary concern is career

**Correct Answer** Upper-Middle

**Your Answer** Upper-Middle

### Multiple Choice Single Answer

**Question** It refers to the effect price changes have on quantity demanded of a product and the firm's sales revenue.

**Correct Answer** Demand elasticity

**Your Answer** Demand elasticity

### Select The Blank

**Question** Demographic, cultural, political, natural etc combine to form ________ environment.

**Correct Answer** Macro

**Your Answer** Macro
<table>
<thead>
<tr>
<th>Question</th>
<th>&quot;The customer is always right&quot; is the spirit of marketing concept.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
<tr>
<td>Multiple Choice Single Answer</td>
<td></td>
</tr>
<tr>
<td>------------------------------</td>
<td>----------------------------------</td>
</tr>
<tr>
<td>Question</td>
<td>Production creates which type of utility</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Form</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Form</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Single Answer</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Question</td>
<td>A diet conscious person after playing football is thirsty. He opts for :-</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Diet coke</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Pepsi</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Single Answer</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Question</td>
<td>The greatest amount of satisfaction comes from which utility</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Possession</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Possession</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Single Answer</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Question</td>
<td>Who provides time and place utility?</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Intermediary</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Supplier</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Single Answer</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Question</td>
<td>In which phase of production era, the producer and consumer are the same ?</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Subsistence</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Subsistence</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Single Answer</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Question</td>
<td>Consumerism emerged in which era of Marketing?</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Sales</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Sales</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Single Answer</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Question</td>
<td>Marketer tries to seek what kind of response from the other party?</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Behavioural</td>
</tr>
</tbody>
</table>
Your Answer  Behavioural

Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Marketing arises from ?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Exchange</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Exchange</td>
</tr>
</tbody>
</table>

Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>concept increases the efficiency of economic system</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Marketing</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Marketing</td>
</tr>
</tbody>
</table>

Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>The factor of satisfaction and motives are consistent in society</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Profit</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Exchange</td>
</tr>
</tbody>
</table>

True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Marketing concept provides a balance to the exchange process within the social system</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>

True/False

<table>
<thead>
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<th>&quot;The customer is always right&quot; is the spirit of marketing concept.</th>
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</thead>
<tbody>
<tr>
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<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Types of product classification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Consumables , Durables , Services</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Consumables , Durables , Services</td>
</tr>
</tbody>
</table>

Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Customers are brand, style and type conscious when buying products.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Behavioural</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Special</td>
</tr>
<tr>
<td>----------------------</td>
<td>---------</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Special</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Multiple Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Question: What are the stages in new product development?</td>
</tr>
<tr>
<td>Correct Answer: Idea screening, Market testing, Commercialisation</td>
</tr>
<tr>
<td>Your Answer: Idea screening, Market testing, Commercialisation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Multiple Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Question: Shorter distribution channel results in</td>
</tr>
<tr>
<td>Correct Answer: Reduced costs, Limited market coverage</td>
</tr>
<tr>
<td>Your Answer: Reduced costs, Limited market coverage</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>True/False</th>
</tr>
</thead>
<tbody>
<tr>
<td>Question: Indirect channels for industrial products are longer than consumer product channels.</td>
</tr>
<tr>
<td>Correct Answer: False</td>
</tr>
<tr>
<td>Your Answer: False</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>True/False</th>
</tr>
</thead>
<tbody>
<tr>
<td>Question: Firms that lack promotional capabilities rely on middlemen.</td>
</tr>
<tr>
<td>Correct Answer: True</td>
</tr>
<tr>
<td>Your Answer: True</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Single Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Question: Lead time for a product is 10 days and usage rate is 6 units/day. Reorder point will be...</td>
</tr>
<tr>
<td>Correct Answer: 60 units</td>
</tr>
<tr>
<td>Your Answer: 60 units</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Single Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Question: Source credibility is:</td>
</tr>
<tr>
<td>Correct Answer: Receiver's perception regarding belief on sender.</td>
</tr>
<tr>
<td>Your Answer: Receiver's perception regarding belief on sender.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Single Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Question: Major components of marketing mix are:</td>
</tr>
</tbody>
</table>

2nd Sem - Marketing Management
Correct Answer: Product
Your Answer: Product

True/False
Question: Sales contests, consumer contests are examples of public relations.
Correct Answer: False
Your Answer: False

Multiple Choice Single Answer
Question: As a person acquires additional units of a product, the amount of satisfaction (each unit adds to total satisfaction), is less than the previous unit. This is called
Correct Answer: Law of diminishing marginal utility
Your Answer: Law of diminishing marginal utility

Multiple Choice Multiple Answer
Question: What are variable costs?
Correct Answer: Material, Labour
Your Answer: Labour, Material

Select The Blank
Question: The demand for a product is _______ when price cut causes revenue to increase.
Correct Answer: Price elastic
Your Answer: Price elastic

Select The Blank
Question: In _______ pricing buyers pay different prices under the same conditions, in the same quantities and at the same time
Correct Answer: Variable
Your Answer: Variable

Match The Following
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade discount</td>
<td>Reduction in list price to channel members</td>
<td>Reduction in list price to channel members</td>
</tr>
<tr>
<td>Cumulative quantity discount</td>
<td>Discount percentage increases as the quantity purchased increases</td>
<td>Discount percentage increases as the quantity purchased increases</td>
</tr>
</tbody>
</table>
Non-cumulative quantity discount | Applies to a single order | Applies to a single order
---|---|---
Cash discount | Given for paying promptly | Given for paying promptly

**Multiple Choice Multiple Answer**

**Question** The micro-environment consists of following components:

**Correct Answer** Marketing intermediaries, Customers, Competitors

**Your Answer** Marketing intermediaries, Customers, Competitors

**Multiple Choice Single Answer**

**Question** It appraises the organisation's capacity to respond to these opportunities and threats

**Correct Answer** Organisational assessment

**Your Answer** Organisational assessment

**Multiple Choice Multiple Answer**

**Question** Planning of long term strategies are based on following factors:

**Correct Answer** Objectives, Strategies, Situation assessment, Organisation mission, Resources, Opportunity

**Your Answer** Opportunity, Objectives, Strategies, Situation assessment, Organisation mission, Resources

**Match The Following**

**Question**

**Correct Answer**

**Your Answer**

<table>
<thead>
<tr>
<th>Objectives</th>
<th>What is to be accomplished</th>
<th>What is to be accomplished</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategies</td>
<td>How to achieve objectives</td>
<td>How to achieve objectives</td>
</tr>
<tr>
<td>Policies</td>
<td>Constraints that limits the alternatives available</td>
<td>Constraints that limits the alternatives available</td>
</tr>
<tr>
<td>Strategic organisational planning</td>
<td>Top Management</td>
<td>Top Management</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

**Question** What is Recurrent data?

**Correct Answer** Routinely collected data

**Your Answer** Routinely collected data

**Multiple Choice Multiple Answer**
<table>
<thead>
<tr>
<th>Question</th>
<th>The external sources of Primary data are:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Retailer, Wholesaler, Libraries</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Retailer, Wholesaler</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>True/False</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Question</td>
<td>MIS provides marketers with the right amount and type of information in a timely fashion.</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>True/False</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Question</td>
<td>Internal records such as sales reports, cost and accounting information are expensive to obtain.</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Multiple Answer</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Question</td>
<td>Beliefs are based on</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Knowledge, Opinion, Faith</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Knowledge, Opinion, Faith</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Single Answer</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Question</td>
<td>In this market, organisation acquires goods for the purpose of renting to others at profit</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Reseller Market</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Reseller Market</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Single Answer</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Question</td>
<td>What is Exclusive Assortment?</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Carrying the line of only one manufacturer</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Carrying the line of only one manufacturer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Select The Blank</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Question</td>
<td>Few large buyers do maximum purchasing in ________</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Industrial market</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Industrial market</td>
</tr>
</tbody>
</table>
### Question
Characteristics for effective market segmentation are:

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Actionable, Measurable, Accessible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Actionable, Measurable, Accessible</td>
</tr>
</tbody>
</table>

### Select The Blank
Market ________ is more prevalent than Mass marketing

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Segmentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Segmentation</td>
</tr>
</tbody>
</table>

### True/False
Marketing and production costs are high in multi-segment strategy

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>True</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

### Select The Blank
Product, price, place and promotion are the 4p's of mix

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Marketing</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer
An unhealthy portfolio has

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>More dogs, Few stars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>More dogs, Few stars</td>
</tr>
</tbody>
</table>

### Select The Blank
The benefits of a change in process are defined in terms of ________ cost savings

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Labour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Infrastructure</td>
</tr>
</tbody>
</table>

### True/False
Change in company structure from divisional to matrix also mean changes in the systems in various degrees

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>True</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
<tr>
<td>Question</td>
<td>Manufacturers offering variety of price promotions to their middlemen is called</td>
</tr>
<tr>
<td>----------</td>
<td>--------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Trade promotion</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Trade promotion</td>
</tr>
</tbody>
</table>

**LIST OF ATTEMPTED QUESTIONS AND ANSWERS**

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Few large buyers do maximum purchasing in ________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Industrial market</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Industrial market</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>A company’s pricing objectives are influenced by time and circumstances</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>________ concept increases the efficiency of economic system</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Marketing</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Selling</td>
</tr>
</tbody>
</table>
### Multiple Choice Multiple Answer

**Question**

Key concepts of systems view of management includes

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Optimisation concept, Total cost concept, Cost trade-off concept</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Optimisation concept, Total cost concept, Inventory carrying cost concept</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

**Question**

What are fixed costs?

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Office rent, Insurance, Generator back up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Office rent, Insurance</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

**Question**

This distribution is necessary for most convenience goods.

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Intensive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Intensive</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

**Question**

It is the process of buying out the product developed by someone else

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Acquisition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Commercialisation</td>
</tr>
</tbody>
</table>

### True/False

**Question**

Distribution costs are low when intermediaries are used in the channel.

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>True</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

**Question**

Quantity discrepancy for a convenience product in a marketing channel is adjusted by:

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Retailer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Retailer</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

**Question**

What involves review of projected sales, costs and profits.

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Business analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Business analysis</td>
</tr>
</tbody>
</table>
**Question**

_________ cost accounting measures the cost of producing and ignores the cost of non-producing

**Correct Answer**

Traditional

**Your Answer**

Traditional

**Select The Blank**

**Question** The benefits of a change in process are defined in terms of _________ cost savings

**Correct Answer**

Labour

**Your Answer**

Labour

**Multiple Choice Multiple Answer**

**Question** The tangible inputs in a business are

**Correct Answer**

Capital, Machine, Time

**Your Answer**

Technology, Machine

**Multiple Choice Multiple Answer**

**Question** What are psychogenetic needs

**Correct Answer**

Belonging, Recognition

**Your Answer**

Belonging, Recognition

**Match The Following**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer is the focal point in</td>
<td>Marketing</td>
<td>Selling</td>
</tr>
<tr>
<td>Tangible sources</td>
<td>Capital, machines, raw material</td>
<td>Capital, machines, raw material</td>
</tr>
<tr>
<td>Intangible sources</td>
<td>Information, time and technology</td>
<td>Information, time and technology</td>
</tr>
<tr>
<td>Consumer to producer</td>
<td>Backward communication</td>
<td>Backward communication</td>
</tr>
</tbody>
</table>

**True/False**

**Question** Buyers are geographically concentrated in the consumer market.

**Correct Answer** False

**Your Answer** False

**Multiple Choice Single Answer**

**Question** The greatest amount of satisfaction comes from which utility

**Correct Answer** Possession
### Select The Blank

**Question**: ________ is a modern plant consisting of modules centered around a stage in the production process.

**Correct Answer**: Flotilla concept

**Your Answer**: Flotilla concept

### Multiple Choice Single Answer

**Question**: Source credibility is:

**Correct Answer**: Receiver's perception regarding belief on sender.

**Your Answer**: Receiver's perception regarding belief on sender.

### True/False

**Question**: Marketing concept has application only in profit oriented businesses.

**Correct Answer**: False

**Your Answer**: False

### Multiple Choice Single Answer

**Question**: Who provides time and place utility?

**Correct Answer**: Intermediary

**Your Answer**: Supplier

### Multiple Choice Multiple Answer

**Question**: Socio-cultural environment consists of

**Correct Answer**: Social class, Culture

**Your Answer**: Social class, Culture

### Multiple Choice Single Answer

**Question**: Consumerism emerged in which era of Marketing?

**Correct Answer**: Sales

**Your Answer**: Production

### Multiple Choice Single Answer

**Question**: Production creates which type of utility

**Correct Answer**: Form

**Your Answer**: Possession
### Multiple Choice Multiple Answer
**Question:** When is demand price elastic?
- **Correct Answer:** Price cut causes revenue to increase, Price rise causes revenue to decrease
- **Your Answer:** Price cut causes revenue to increase

### True/False
**Question:** Changes in consumer's buying patterns affects channel's horizontal and vertical dimensions.
- **Correct Answer:** True
- **Your Answer:** True

**Question:** Diversification strategy involves diversifying away from their original core businesses.
- **Correct Answer:** True
- **Your Answer:** False

### Multiple Choice Single Answer
**Question:** The tool that a sender uses to reach the receiver is called:
- **Correct Answer:** Message
- **Your Answer:** Message

**Question:** In which phase of production era, the producer and consumer are the same?
- **Correct Answer:** Subsistence
- **Your Answer:** Subsistence

### True/False
**Question:** Experimental research involves obtaining data from respondents in person, mail or by phone.
- **Correct Answer:** False
- **Your Answer:** False

**Question:** Marketing and production costs are high in multi-segment strategy.
- **Correct Answer:** True
- **Your Answer:** True
**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>________ is a broad plan of action for using an organisation's resources to accomplish a objective</td>
<td>Strategy</td>
<td>Strategy</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drawbacks of Survey of Buyer's intention method are</td>
<td>Exposure , Not accurate , Time consuming</td>
<td>Not accurate , Time consuming , Sales may be inflated or deflated by sales team</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product means the ________ and services the company offers the target market.</td>
<td>Goods</td>
<td>Goods</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A drive is a need that sufficiently presses a person to act</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>________ distribution is used when a small percentage of customers account for a large part of sale.</td>
<td>Selective</td>
<td>Intensive</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market segmentation can be done on the basis of following factors</td>
<td>Psychographic , Demographic , Geographic</td>
<td>Psychographic , Demographic , Geographic</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is an approach to cost reduction in which components are studied to determine if they can be made by cheaper methods of production</td>
<td>Product Value Analysis</td>
<td>Product Value Analysis</td>
</tr>
</tbody>
</table>

**True/False**

2nd Sem - Marketing Management
<table>
<thead>
<tr>
<th>Question</th>
<th>The life cycle of product category is the shortest.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>

Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>_______ research involves using past experiences to find solutions to marketing problems</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Historical</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Historical</td>
</tr>
</tbody>
</table>

Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>An example of Want is:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Continental food</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Safety</td>
</tr>
</tbody>
</table>

Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>It is the process of selecting people for company positions and developing skills and abilities for assignments in the company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Staffing</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Staffing</td>
</tr>
</tbody>
</table>

Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Japan's major productivity gains are the results of social changes brought about by ________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Statistical quality control</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Michael Porter's model for Industry Analysis</td>
</tr>
</tbody>
</table>

Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Target marketing involves</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Market targeting, Market segmentation</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Market targeting, Market segmentation, Market positioning</td>
</tr>
</tbody>
</table>

Match The Following

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product related consumer characteristics</td>
<td>Brand loyalty, Type of usage</td>
<td>Brand loyalty, Type of usage</td>
</tr>
<tr>
<td>Demographic</td>
<td>Age, Sex</td>
<td>Age, Sex</td>
</tr>
<tr>
<td>Psychographic</td>
<td>Social class, Lifestyle</td>
<td>Social class, Lifestyle</td>
</tr>
</tbody>
</table>
### Geographic variables
- City, Region
- City, Region

#### Multiple Choice Multiple Answer
**Question**
The micro-environment consists of following components:
- Marketing intermediaries, Customers, Competitors
- Marketing intermediaries, Customers, Competitors

#### Multiple Choice Single Answer
**Question**
Which is the shortest marketing channel for an industrial product?
- Producer ---> Industrial user
- Producer ---> Consumer

### List of Attempted Questions and Answers

#### Match The Following

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deep Assortment</td>
<td>Carrying a product family in depth, drawing on many producer's output</td>
<td>Carrying the line of only one manufacturer</td>
</tr>
<tr>
<td>Exclusive Assortment</td>
<td>Carrying the line of only one manufacturer</td>
<td>Carrying several product lines that fall within the resellers type of business</td>
</tr>
<tr>
<td>Open bid</td>
<td>Contract awarded to lowest bidder</td>
<td>Direct negotiation with one or more companies covering project and terms</td>
</tr>
<tr>
<td>Negotiated Contract</td>
<td>Direct negotiation with one or more companies covering project and terms</td>
<td>Contract awarded to lowest bidder</td>
</tr>
</tbody>
</table>

#### Multiple Choice Multiple Answer
**Question**
Types of Organisational Market
- Reseller market, Industrial market, Government market
- Industrial market, Consumer market

#### True/False
**Question**
The super structure indicates ways in which company's tasks are integrated or coordinated
- True
<table>
<thead>
<tr>
<th>Type</th>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>True/False</td>
<td>A channel's length is also called as horizontal dimension.</td>
<td>False</td>
<td>False</td>
</tr>
<tr>
<td>Multiple Choice Single Answer</td>
<td>An example of Want is:</td>
<td>Continental food</td>
<td>Continental food</td>
</tr>
<tr>
<td>True/False</td>
<td>Product, place and promotion elements in the marketing mix are viewed as cost factors.</td>
<td>True</td>
<td>False</td>
</tr>
<tr>
<td>Select The Blank</td>
<td>The demand for a product is ________ when price cut causes revenue to increase.</td>
<td>Price elastic</td>
<td>Price elastic</td>
</tr>
<tr>
<td>Select The Blank</td>
<td>________ eliminates the risk of losing customer's goodwill</td>
<td>One price policy</td>
<td>One price policy</td>
</tr>
<tr>
<td>Select The Blank</td>
<td>There are more number of substitutes for ________ products.</td>
<td>Multi use</td>
<td>Multi use</td>
</tr>
<tr>
<td>True/False</td>
<td>Storage helps firms balance supply and demand.</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>
Select The Blank
Question: _______ are difficult to change
Correct Answer: Attitudes
Your Answer: Habits

Select The Blank
Question: Market _______ is more prevalent than Mass marketing
Correct Answer: Segmentation
Your Answer: Segmentation

Multiple Choice Single Answer
Question: The price of a product is determined by estimating the cost of producing and marketing and then add a percentage of profits. This orientation is called:
Correct Answer: Cost
Your Answer: Demand

Multiple Choice Single Answer
Question: What is product concept?
Correct Answer: Detailed version of idea stated in consumer terms
Your Answer: Consumer's perception of an actual product

Match The Following
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>This refers to the number of product items within each product line.</td>
<td>Product depth</td>
<td>Product height</td>
</tr>
<tr>
<td>This includes all product items a company offers.</td>
<td>Product mix</td>
<td>Product mix</td>
</tr>
<tr>
<td>This is a group of products that are related.</td>
<td>Product line.</td>
<td>Product line.</td>
</tr>
<tr>
<td>This is the total number of product lines.</td>
<td>Product breadth</td>
<td>Product breadth</td>
</tr>
</tbody>
</table>

Multiple Choice Multiple Answer
Question: Planning of long term strategies are based on following factors:
Correct Answer: Opportunity, Objectives, Strategies, Situation assessment, Organisation mission, Resources
Your Answer: Strengths, Objectives, Strategies, Situation assessment, Organisation mission, Resources
### Multiple Choice Multiple Answer

**Question:** Types of psychological pricing are

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prestige, Leader</td>
<td>Odd, Leader, Prestige</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

**Question:** Marketer tries to seek what kind of response from the other party?

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behavioural</td>
<td>Transaction</td>
</tr>
</tbody>
</table>

### True/False

**Question:** Warehouses are needed when supply sources and markets are located close by.

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>False</td>
<td>False</td>
</tr>
</tbody>
</table>

### Select The Blank

**Question:** The onus of advertising, pricing and sales promotion policies is put on ________ distribution.

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive</td>
<td>Integral</td>
</tr>
</tbody>
</table>

### True/False

**Question:** Marketer discourages his brand users for brand switching.

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

**Question:** Marketing arises from?

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exchange</td>
<td>Exchange</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

**Question:** A transaction takes place when

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>There is time and place of agreement, Two things of value, Agreed upon conditions</td>
<td>There is time and place of agreement, Two things of value, Agreed upon conditions</td>
</tr>
</tbody>
</table>

### Select The Blank
<table>
<thead>
<tr>
<th>Question</th>
<th>An organisational assessment uncovers_________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Weaknesses</td>
</tr>
</tbody>
</table>

Multiple Choice Multiple Answer
<table>
<thead>
<tr>
<th>Question</th>
<th>Shorter distribution channel results in</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Reduced costs, Limited market coverage</td>
</tr>
</tbody>
</table>

Multiple Choice Single Answer
<table>
<thead>
<tr>
<th>Question</th>
<th>The output of Stimulus Response Model is</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Product decision</td>
</tr>
</tbody>
</table>

Select The Blank
<table>
<thead>
<tr>
<th>Question</th>
<th>exists when a few large independent firm accounts for bulk of an industry's sales.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Oligopoly</td>
</tr>
</tbody>
</table>

Multiple Choice Single Answer
<table>
<thead>
<tr>
<th>Question</th>
<th>A diet conscious person after playing football is thirsty. He opts for :-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Diet coke</td>
</tr>
</tbody>
</table>

Multiple Choice Single Answer
<table>
<thead>
<tr>
<th>Question</th>
<th>It concentrates on organisation design and work flow</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Flotilla</td>
</tr>
</tbody>
</table>

Multiple Choice Single Answer
<table>
<thead>
<tr>
<th>Question</th>
<th>The input to ‘Stimulus Response Model’ is</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Stimuli</td>
</tr>
</tbody>
</table>

Multiple Choice Multiple Answer
<table>
<thead>
<tr>
<th>Question</th>
<th>Characteristics of Effective segmentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td></td>
</tr>
</tbody>
</table>
### Correct Answer
- Actionable, Measurable, Accessible

### Multiple Choice Multiple Answer

**Question**
Types of strategic business units are:

**Correct Answer**
Stars, Cash cows, Question marks

**Your Answer**
Stars, Cash cows, Question marks

### Multiple Choice Single Answer

**Question**
Pricing that enables sales people to tailor their prices to a prospect's situation is called

**Correct Answer**
Price shading

**Your Answer**
Variable pricing

### Multiple Choice Single Answer

**Question**
This pricing objective involves setting a low price to discourage entry of new firms.

**Correct Answer**
Stay out

**Your Answer**
Elimination

### Multiple Choice Single Answer

**Question**
This distribution is necessary for most shopping and speciality goods.

**Correct Answer**
Selective

**Your Answer**
Selective

### True/False

**Question**
The cultural environment shows long term trends towards a hedonistic society.

**Correct Answer**
True

**Your Answer**
True

### Multiple Choice Single Answer

**Question**
This portfolio involves major capital investments which will result in either large pay offs or large losses

**Correct Answer**
Big bets

**Your Answer**
No-regret moves

### Multiple Choice Multiple Answer

**Question**
What is Statistical Quality Control (SQC)

**Correct Answer**
Identifies quality and productivity from a production process, Identifies impact of any change on performance, Instantly spots
malfunctions and show where they occur

Your Answer: Identifies quality and productivity from a production process, identifies impact of any change on performance, integrates manufacturing with business strategy

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optimum marketing mix is obtained using analysis, __________, implementation and control.</td>
<td>Planning</td>
<td>Feedback</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are the stages in new product development?</td>
<td>Idea screening, Market testing, Commercialisation</td>
<td>Idea screening, Market testing, Commercialisation</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>These are moves that will pay off irrespective of what happens in the future</td>
<td>No-regret moves</td>
<td>Big bets</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A centralised inventory means</td>
<td>Fast delivery to customers</td>
<td>Building and stocking one warehouse</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>__________ of physical distribution activities increases it's productivity as well as of manufacturer.</td>
<td>Automation</td>
<td>Maximisation</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shorter production runs are required to produce large number of products in multi-segment strategy</td>
<td>True</td>
<td>False</td>
</tr>
</tbody>
</table>
### LIST OF ATTEMPTED QUESTIONS AND ANSWERS

<table>
<thead>
<tr>
<th>True/False</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
</tr>
<tr>
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<tr>
<td><strong>Your Answer</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Single Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
</tr>
</tbody>
</table>
### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Trade discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is a reduction in list price granted to channel members for performing marketing functions</td>
<td>Trade discount</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Environmental assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>It identifies opportunities for and threats to the organisation</td>
<td>Environmental assessment</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Systems are formal and informal rules and regulations that complements the company structure</th>
<th>True</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
<td></td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Greater</th>
</tr>
</thead>
<tbody>
<tr>
<td>In production era, demand is ________ than supply</td>
<td>Greater</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Not accurate, Time consuming, Sales may be inflated or deflated by sales team</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drawbacks of Survey of Buyer's intention method are</td>
<td>Not accurate, Time consuming, Sales may be inflated or deflated by sales team</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Inventory obsolescence, Transportation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total cost concept includes</td>
<td>Inventory obsolescence, Transportation</td>
</tr>
</tbody>
</table>

### Match The Following

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air-freight</td>
<td>It is the best quality type of transportation available.</td>
<td>The advantage is speed and flexibility in carrying small loads.</td>
</tr>
</tbody>
</table>
Inventory carrying cost: It increases as the quantity ordered increases.

Order processing cost: It decreases as the quantity ordered increases.

Pipe-line: It is used to transport petroleum products to refineries.

Multiple Choice Multiple Answer

Question: These are the characteristics of services
Correct Answer: Sold on basis of benefits, Quality control is tough
Your Answer: Sold on basis of benefits, Mechanised and automated

Select The Blank

Question: The cost of warehousing, transportation, inventory and handling products together constitutes ________ concept.
Correct Answer: Total cost
Your Answer: Fixed cost

Multiple Choice Multiple Answer

Question: Forecasting methods for existing products are
Correct Answer: Simple trend analysis, Time series analysis, Correlation method
Your Answer: Simple trend analysis, Correlation method, Market tests

Multiple Choice Single Answer

Question: It helps an organisation to cope with future by setting objectives and making strategies to achieve them
Correct Answer: Planning
Your Answer: Planning

True/False

Question: Change in company structure from divisional to matrix also mean changes in the systems in various degrees
Correct Answer: True
Your Answer: True

Select The Blank

Question: ________ is a delivery of standard of living to society
Correct Answer: Marketing
Your Answer: Values
| True/False | Question | "The customer is always right" is the spirit of marketing concept. | Correct Answer | True |
| True/False | Question |  | Your Answer | True |
| Multiple Choice Multiple Answer | Question | The participants in a communication process are: | Correct Answer | Source, Recipient |
| Multiple Choice Multiple Answer | Question | In which stage of Product life cycle, brand choice is heavily influenced by reference group | Correct Answer | Maturity |
| Multiple Choice Single Answer | Question | The frequency at which a product is used is called? | Correct Answer | Usage rate |
| Multiple Choice Single Answer | Question | In Cost Optimisation: | Correct Answer | Overall physical distribution costs are minimised |
| Select The Blank | Question | The factor of satisfaction and ______ motives are consistent in society | Correct Answer | Profit |
| Multiple Choice Multiple Answer | Question | A business is a system consisting of following elements | Correct Answer | Input and output, Objectives, Process and feedback |
| Multiple Choice Single Answer | Question |  | Correct Answer | Overall physical distribution costs are minimised |

2nd Sem - Marketing Management 25
| Question | Communicating with middlemen requires information which is different to the information required in communicating with the final buyers. |
| Correct Answer | True |
| Your Answer | True |

**True/False**

| Question | Internal records such as sales reports, cost and accounting information are expensive to obtain. |
| Correct Answer | False |
| Your Answer | False |

**Multiple Choice Multiple Answer**

| Question | Beliefs are based on |
| Correct Answer | Knowledge, Opinion, Faith |
| Your Answer | Knowledge, Opinion, Faith |

**True/False**

| Question | "Promotion" is considered in conjunction with "Convenience". |
| Correct Answer | False |
| Your Answer | False |

**Select The Blank**

| Question | describes a person's favourable or unfavourable action tendencies towards object |
| Correct Answer | Attitudes |
| Your Answer | Attitudes |

**Multiple Choice Multiple Answer**

| Question | Criteria for choosing distribution channels are: |
| Correct Answer | Market coverage, Control, Costs |
| Your Answer | Market coverage, Control, Costs |

**Select The Blank**

<p>| Question | is seen as an integral process that converts materials into goods |
| Correct Answer | Systems |
| Your Answer | Statistical quality control |</p>
<table>
<thead>
<tr>
<th>Question</th>
<th>Modern Accounting uses ________ as a unit of measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Time</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Time</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>How does ‘structure’ reduce external uncertainty arising out of human behaviour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Research and planning, Forecasting</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Research and planning, Forecasting</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Economic forecasts are available from industry trade associations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>The organisation focuses attention on one market segment and develops one marketing mix for that segment. This is known as:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Concentration</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Concentration</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>This method enables the forecaster to take into consideration seasonal fluctuations and long term fluctuations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Time Series Analysis</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Time Series Analysis</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Macro environment is composed of the major forces that pose opportunities and create threat for the Co.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Match The Following**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feedback</td>
<td>Communication from receiver to sender</td>
<td>Interpreting the message by receiver</td>
</tr>
<tr>
<td>Encoding</td>
<td>Putting meaning to symbols conveyed as messages</td>
<td>A means by which source communicates the message</td>
</tr>
<tr>
<td>Decoding</td>
<td>Interpreting the message</td>
<td>Putting meaning to</td>
</tr>
</tbody>
</table>

2nd Sem - Marketing Management 27
by receiver symbols conveyed as messages

Noise It interferes with communication process

Select The Blank

Question Customers are brand, style and type conscious when buying _______ products.
Correct Answer Special
Your Answer Special

Multiple Choice Multiple Answer

Question The micro-environment consists of following components:
Correct Answer Marketing intermediaries, Customers, Competitors
Your Answer Marketing intermediaries, Customers, Competitors

Multiple Choice Single Answer

Question This approach estimates sales potential of a territory by estimating the number of units of a product category that a buyer buys from all suppliers multiplied by the number of potential buyers in that territory
Correct Answer Buildup approach
Your Answer Buildup approach

Multiple Choice Multiple Answer

Question The basic goals in introductory stage are
Correct Answer Induce acceptance of new product, Gain initial distribution
Your Answer Induce acceptance of new product, Gain initial distribution

Multiple Choice Multiple Answer

Question The various variations of Negotiated contract are
Correct Answer Cost plus pricing, Fixed price, Fixed price and incentive
Your Answer Variable Price, Fixed price and incentive

Select The Blank

Question Module of Flotilla strikes an optimum balance of _______ and flexibility
Correct Answer Standardisation
Your Answer Standardisation
### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The price cut causes large increase in quantity sold and price rise results in fall in quantity sold. This demand is called</td>
<td>Price elastic</td>
<td>Price elastic</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketer discourages his brand users for brand switching.</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning consists of</td>
<td>Cues , Drives , Response</td>
<td>Cues , Drives , Response</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is the series of marketing institutions that help in moving the product from producer to the ultimate user.</td>
<td>Marketing channel</td>
<td>Marketing channel</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical distribution management includes</td>
<td>Manufacturer , Middlemen , Warehouse operators</td>
<td>Manufacturer , Middlemen , Warehouse operators</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
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<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>It gathers, records and analyses data about problems related to Marketing</td>
<td>Market Research</td>
<td>Management Information System(MIS)</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
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</thead>
<tbody>
<tr>
<td>__________ can price it's product without any regard to competitor.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Correct Answer</td>
<td>Your Answer</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>----------------------------------------------------------</td>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td>Adoption rate will be higher and faster if the product has</td>
<td>Lower price, Greater utility, Compatibility with society</td>
<td>Lower price, Greater utility, Compatibility with society</td>
</tr>
<tr>
<td>Consumption is shaped by the stage of family life cycle</td>
<td>True</td>
<td>True</td>
</tr>
<tr>
<td>Types of product classification</td>
<td>Consumables, Durables, Services</td>
<td>Consumables, Durables, Emergency</td>
</tr>
<tr>
<td>After sales service is provided in a customer oriented firm</td>
<td>True</td>
<td>True</td>
</tr>
<tr>
<td>Concept of marketing includes study of</td>
<td>Transaction, Transfer, Exchange</td>
<td>Transaction, Transfer, Exchange</td>
</tr>
<tr>
<td>More ________ is involved in sales to industrial buyers than consumers</td>
<td>Money</td>
<td>Costs</td>
</tr>
<tr>
<td>Major role of promotion is to :</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Correct Answer: Inform, Remind, Persuade
Your Answer: Inform, Remind, Persuade

### Multiple Choice Single Answer

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<thead>
<tr>
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<th>Your Answer</th>
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<tbody>
<tr>
<td>What is product concept?</td>
<td>Detailed version of idea stated in consumer terms</td>
<td>Consumer's perception of an actual product</td>
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### Multiple Choice Single Answer

<table>
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<tr>
<td>The organisation focusses attention on one market segment and develops one marketing mix for that segment. This is known as:</td>
<td>Concentration</td>
<td>Concentration</td>
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### True/False

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<tr>
<th>Question</th>
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<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warehouses are needed when supply sources and markets are located close by.</td>
<td>False</td>
<td>False</td>
</tr>
</tbody>
</table>

### LIST OF ATTEMPTED QUESTIONS AND ANSWERS

#### Multiple Choice Multiple Answer

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<tr>
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<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Types of psychological pricing are</td>
<td>Prestige, Leader</td>
<td>Prestige, Odd, Leader</td>
</tr>
</tbody>
</table>

#### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firm's that lack promotional skills rely on ________ for promotional push.</td>
<td>Middlemen</td>
<td>Middlemen</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>For ________ items, reseller reorders goods when inventory gets low</td>
<td>Standard</td>
</tr>
</tbody>
</table>
Select The Blank
Question: ________ guides the development of advertisements and personal sales presentations.
Correct Answer: AIDA
Your Answer: AIDA

Multiple Choice Single Answer
Question: This method is more accurate for short term forecasts
Correct Answer: Simple Trend Analysis
Your Answer: Simple Trend Analysis

Select The Blank
Question: Product means the ________ and services the company offers the target market.
Correct Answer: Goods
Your Answer: Goods

Multiple Choice Single Answer
Question: Profits are negative in which stage of product life cycle?
Correct Answer: Introductory
Your Answer: Introductory

Multiple Choice Single Answer
Question: What is Recurrent data?
Correct Answer: Routinely collected data
Your Answer: Routinely collected data

True/False
Question: Consumer behaviour is more challenging across international border.
Correct Answer: True
Your Answer: True

Multiple Choice Multiple Answer
Question: The reseller's assortment influences it's
Correct Answer: Marketing mix, Customer mix, Supplier mix
Your Answer: Marketing mix, Customer mix, Supplier mix
### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>A diet conscious person after playing football is thirsty. He opts for :-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Diet coke</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Diet coke</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Marketing arises from ?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Exchange</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Exchange</td>
</tr>
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### Multiple Choice Single Answer

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<tr>
<td>Your Answer</td>
<td>Market Research</td>
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</table>

### Select The Blank

<table>
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<tr>
<th>Question</th>
<th>_______ identifies the impact of any change on performance</th>
</tr>
</thead>
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<tr>
<td>Correct Answer</td>
<td>Statistical quality control</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Statistical quality control</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>These products move through short channels:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Eggs, Bread , Clothing , Cement</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Eggs, Bread , Clothing , Cement</td>
</tr>
</tbody>
</table>

### Match The Following

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Historical research</td>
<td>Uses past experiences to find solutions</td>
<td>Uses past experiences to find solutions</td>
</tr>
<tr>
<td>Survey research</td>
<td>Obtains data from respondents in person</td>
<td>Obtains data from respondents in person</td>
</tr>
<tr>
<td>Experimental research</td>
<td>One factor is constant and holding other factors</td>
<td>One factor is constant and holding other factors</td>
</tr>
<tr>
<td>Motivational research</td>
<td>It analyses consumer motives</td>
<td>It analyses consumer motives</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Target marketing involves</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Market targeting , Market segmentation</td>
</tr>
</tbody>
</table>
### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketer discourages his brand users for brand switching.</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>New product forms and brands enter in which stage of product life cycle?</td>
<td>Growth</td>
<td>Introductory</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>It refers to formal and informal rules, regulations and procedures that complements the company structure</td>
<td>Systems</td>
<td>Systems</td>
</tr>
</tbody>
</table>

### Match The Following

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tangible sources</td>
<td>Capital, machines, raw material</td>
<td>Capital, machines, raw material</td>
</tr>
<tr>
<td>Intangible sources</td>
<td>Information, time and technology</td>
<td>Information, time and technology</td>
</tr>
<tr>
<td>Consumer to producer</td>
<td>Backward communication</td>
<td>Backward communication</td>
</tr>
<tr>
<td>Customer is the focal point in Marketing</td>
<td>Marketing</td>
<td>Marketing</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who provides time and place utility?</td>
<td>Intermediary</td>
<td>Intermediary</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>_______ routinely performs all functions on recurrent, internal and external data</td>
<td>Recurrent data system (RDS)</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

- Market segmentation, Market targeting
<table>
<thead>
<tr>
<th>Question</th>
<th>The greatest amount of satisfaction comes from which utility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Possession</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Possession</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Income, occupation, education, age, marital status are factors of which type of segmentation?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Geographic, Demographic</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Geographic, Demographic</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>In which phase of production era, the producer and consumer are the same?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Subsistence</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Subsistence</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Experimental research involves obtaining data from respondents in person, mail or by phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>distribution is used when a small percentage of customers account for a large part of sale.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Selective</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Selective</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>It is the most influential primary reference group shaping a buyer's behaviour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Family</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Family</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Survey of buyers' intentions technique is comparatively costly and the data gathered is of questionable value.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>After the new product has passed the conceptual stages it becomes more concrete in which stages?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Multiple Choice Multiple Answer
Question: How does ‘structure’ reduce internal uncertainty arising out of human behaviour
Correct Answer: Control mechanism, Departmentalisation
Your Answer: Control mechanism, Departmentalisation

True/False
Question: Services can be stored in inventory.
Correct Answer: False
Your Answer: False

Multiple Choice Multiple Answer
Question: When is demand price elastic?
Correct Answer: Price cut causes revenue to increase, Price rise causes revenue to decrease
Your Answer: Price cut causes revenue to increase, Price rise causes revenue to decrease

True/False
Question: Marketing strategies are developed to support broad marketing objectives
Correct Answer: True
Your Answer: True

Select The Blank
Question: A change in quantity demanded of a product is caused by a change in its ________.
Correct Answer: Price
Your Answer: Price

Multiple Choice Single Answer
Question: It sets a sales performance standard against which actual sales results can be compared with potential sales
Correct Answer: Sales forecast
Your Answer: Sales forecast

Multiple Choice Single Answer
Question: “How much to order” is also called as
Correct Answer: Basic stock
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>True/False</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product concept testing through physical presentation increases the reliability of test.</td>
<td>True</td>
<td>True</td>
</tr>
<tr>
<td>Industrial goods are sold to end-users for personal consumption.</td>
<td>False</td>
<td>False</td>
</tr>
<tr>
<td>Systems are formal and informal rules that complements the company structure.</td>
<td>True</td>
<td>True</td>
</tr>
<tr>
<td><strong>Multiple Choice Single Answer</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Competition develops in which stage of Product life cycle?</td>
<td>Maturity</td>
<td>Maturity</td>
</tr>
<tr>
<td>It is the data which has been converted to a useful form for decision making</td>
<td>Information</td>
<td>Information</td>
</tr>
<tr>
<td>What is product concept?</td>
<td>Detailed version of idea stated in consumer terms</td>
<td>Detailed version of idea stated in consumer terms</td>
</tr>
<tr>
<td><strong>Multiple Choice Multiple Answer</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Major role of promotion is to:</td>
<td>Inform, Remind, Persuade</td>
<td>Inform, Remind, Persuade</td>
</tr>
</tbody>
</table>
**Question**
A speciality product is ________ intensively distributed than a shopping product

**Correct Answer**
Less

**Your Answer**
Less

**Multiple Choice Single Answer**

**Question**
Production creates which type of utility

**Correct Answer**
Form

**Your Answer**
Form

---

**LIST OF ATTEMPTED QUESTIONS AND ANSWERS**

**Multiple Choice Single Answer**

**Question**
The company earns an acceptable rate of return on their net sales. This profitability objective is called:

**Correct Answer**
Target return

**Your Answer**
Target return

**True/False**

**Question**
Product concept testing through physical presentation increase the reliability of test.

**Correct Answer**
True

**Your Answer**
True

**Match The Following**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only one seller and no competition permitted legally</td>
<td>Monopoly</td>
<td>Pure monopoly</td>
</tr>
<tr>
<td>Few sellers but account for bulk of industry's sales</td>
<td>Oligopoly</td>
<td>Oligopoly</td>
</tr>
<tr>
<td>Many sellers and buyers and each seller's offering is somewhat different than others</td>
<td>Monopolistic</td>
<td>Monopolistic</td>
</tr>
<tr>
<td>Many sellers and buyers and none of them have much effect on the total demand, supply and product's market price</td>
<td>Pure competition</td>
<td>Pure competition</td>
</tr>
</tbody>
</table>

**Select The Blank**
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The cost of warehousing, transportation, inventory and handling products together constitutes ________ concept.</td>
<td>Total cost</td>
<td>Optimisation cost</td>
</tr>
<tr>
<td><strong>Multiple Choice Multiple Answer</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question After the new product has passed the conceptual stages it becomes more concrete in which stages?</td>
<td>Test marketing , Commercialisation , Product development</td>
<td>Test marketing , Commercialisation , Product development</td>
</tr>
<tr>
<td><strong>Select The Blank</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question __________ distribution is used when a small percentage of customers account for a large part of sale.</td>
<td>Selective</td>
<td>Selective</td>
</tr>
<tr>
<td><strong>Multiple Choice Single Answer</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question Marketing arises from ?</td>
<td>Exchange</td>
<td>Exchange</td>
</tr>
<tr>
<td><strong>Select The Blank</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question __________ eliminates the risk of losing customer's goodwill</td>
<td>One price policy</td>
<td>One price policy</td>
</tr>
<tr>
<td><strong>Select The Blank</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question __________ planning determines the number , location and ownership of warehouses.</td>
<td>Warehouse</td>
<td>Logistics</td>
</tr>
<tr>
<td><strong>Multiple Choice Single Answer</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question It is that element of a plan that specifies what is to be accomplished</td>
<td>Objectives</td>
<td>Objectives</td>
</tr>
<tr>
<td><strong>Multiple Choice Multiple Answer</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question Research design is classified as :</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Answer</td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>--------</td>
<td></td>
</tr>
<tr>
<td><strong>Multiple Choice Single Answer</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>An example of Want is:</td>
<td>Continental food</td>
<td></td>
</tr>
<tr>
<td><strong>True/False</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product, place and promotion elements in the marketing mix are viewed as cost factors.</td>
<td>True</td>
<td></td>
</tr>
<tr>
<td><strong>Multiple Choice Multiple Answer</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>When is demand price elastic?</td>
<td>Price cut causes revenue to increase, Price rise causes revenue to decrease</td>
<td></td>
</tr>
<tr>
<td><strong>Multiple Choice Single Answer</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>What is the most important promotion activity required in Industrial buying process</td>
<td>Personal selling</td>
<td></td>
</tr>
<tr>
<td><strong>True/False</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The greater the number of substitutes for a product, the less price elastic is its demand.</td>
<td>True</td>
<td></td>
</tr>
<tr>
<td><strong>Multiple Choice Multiple Answer</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Market segmentation can be done on the basis of following factors</td>
<td>Psychographic, Demographic, Geographic</td>
<td></td>
</tr>
<tr>
<td><strong>True/False</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Correlation methods is also used to supplement other techniques.</td>
<td>False</td>
<td></td>
</tr>
</tbody>
</table>
Your Answer  False

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing involves a backward communication from consumer to producer</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>It helps an organisation to cope with future by setting objectives and making strategies to achieve them</td>
<td>Planning</td>
<td>Planning</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>_______ identifies the impact of any change on performance</td>
<td>Statistical quality control</td>
<td>Statistical quality control</td>
</tr>
</tbody>
</table>

**Match The Following**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encoding</td>
<td>Putting meaning to symbols conveyed as messages</td>
<td>Putting meaning to symbols conveyed as messages</td>
</tr>
<tr>
<td>Decoding</td>
<td>Interpreting the message by receiver</td>
<td>Interpreting the message by receiver</td>
</tr>
<tr>
<td>Noise</td>
<td>It interferes with communication process</td>
<td>It interferes with communication process</td>
</tr>
<tr>
<td>Feedback</td>
<td>Communication from receiver to sender</td>
<td>Communication from receiver to sender</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketer discourages his brand users for brand switching.</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>_______ concept increases the efficiency of economic system</td>
<td>Marketing</td>
<td>Marketing</td>
</tr>
</tbody>
</table>
### Multiple Choice Multiple Answer

**Question** The tangible inputs in a business are

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital , Machine , Time</td>
<td>Capital , Machine , Time</td>
</tr>
</tbody>
</table>

**Select The Blank**

**Question** Few large buyers do maximum purchasing in ________

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial market</td>
<td>Industrial market</td>
</tr>
</tbody>
</table>

**True/False**

**Question** Marketing channels move products from customers to manufacturer.

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>False</td>
<td>False</td>
</tr>
</tbody>
</table>

**Select The Blank**

**Question** ________ is an important tool for planning and controlling the firm’s activities

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Forecast</td>
<td>Sales Forecast</td>
</tr>
</tbody>
</table>

**True/False**

**Question** The super structure indicates ways in which company’s tasks are integrated or coordinated

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>True</td>
<td>False</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

**Question** Who provides time and place utility?

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intermediary</td>
<td>Intermediary</td>
</tr>
</tbody>
</table>

**True/False**

**Question** Marketing and production costs are high in multi-segment strategy

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

**Question** Consumerism emerged in which era of Marketing?

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>Sales</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buyer's response in ________ method may not be applicable in other markets</td>
<td>Market tests</td>
<td>Market tests</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The micro-environment consists of following components:</td>
<td>Marketing intermediaries, Customers, Competitors</td>
<td>Marketing intermediaries, Customers, Competitors</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
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<tbody>
<tr>
<td>It refers to formal and informal rules, regulations and procedures that complements the company structure</td>
<td>Systems</td>
<td>Systems</td>
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**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketer tries to seek what kind of response from the other party?</td>
<td>Behavioural</td>
<td>Behavioural</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
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<tbody>
<tr>
<td>Target marketing involves</td>
<td>Market targeting, Market segmentation</td>
<td>Market targeting, Market segmentation</td>
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**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Money is invested by way of</td>
<td>Debt, Equity</td>
<td>Debt, Equity</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
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<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The greatest amount of satisfaction comes from which utility</td>
<td>Possession</td>
<td>Possession</td>
</tr>
</tbody>
</table>
### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Members of this group are average white and blue collar workers who aim for better living</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Middle class</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Middle class</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>What is Statistical Quality Control(SQC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Identifies quality and productivity from a production process, Identifies impact of any change on performance, Instantly spots malfunctions and show where they occur</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Identifies quality and productivity from a production process, Identifies impact of any change on performance, Instantly spots malfunctions and show where they occur</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>________ directs the flow of goods and services from the producer to the ultimate consumer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Marketing</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Marketing</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Income, occupation, education, age, marital status are factors of which type of segmentation?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Geographic, Demographic</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Geographic, Demographic</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>This involves developing two or more market strategies for two or more market segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Multi-segmentation</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Multi-segmentation</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Characteristics of mass market strategy are:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>One market mix for target market, One distribution and promotion strategy</td>
</tr>
<tr>
<td>Your Answer</td>
<td>One market mix for target market, One distribution and promotion strategy</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Safety stock available with a company is 200 units and seasonal stock is 150 units. The usage rate of the product is 5 units/day and lead time is of 10 days. Calculate the basic stock.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td></td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Your Answer</td>
</tr>
<tr>
<td>----------------</td>
<td>-------------</td>
</tr>
<tr>
<td>400 units</td>
<td>400 units</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product characteristics that influence channel selection are</td>
<td>Complexity, Perishability, Weight</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Complexity, Perishability, Weight</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Complexity, Perishability, Weight</td>
</tr>
</tbody>
</table>
LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Multiple Choice Single Answer
Question It is the process of identifying smaller markets within a larger market.
Correct Answer Segmentation
Your Answer Segmentation

True/False
Question Psychogenetic needs are intense enough to motivate a person to act immediately
Correct Answer False
Your Answer True

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer Form
Your Answer Possession

Match The Following
Question Correct Answer Your Answer
Correlation method Historical data Historical data
Market forecast Industry trade associations Market potential
Economic forecast Government Industry trade associations
Sales forecast Sales volume Sales potential

Multiple Choice Single Answer
Question It sets a sales performance standard against which actual sales results can be compared with potential sales
Correct Answer Sales forecast
Your Answer Sales forecast

True/False
Question Market segmentation is the decision to identify different groups that compose the market and to develop specific product for each of these groups.
Correct Answer False
Your Answer True

True/False
Question Demand is highly elastic for industrial goods
Correct Answer False
Your Answer True

Select The Blank
Question The factor of satisfaction and ________ motives are consistent in society
Correct Answer  Profit
Your Answer  Profit

Multiple Choice Single Answer
Question  Recession stage in business cycle is also called
Correct Answer  Slowdown
Your Answer  Slowdown

Select The Blank
Question  Customer's changing wants and their behaviour can be better understood in

_____ distribution.
Correct Answer  Direct
Your Answer  Horizontal

Multiple Choice Multiple Answer
Question  What is Statistical Quality Control(SQC)
Correct Answer  Identifies quality and productivity from a production process ,
Identifies impact of any change on performance , Instantly spots malfunctions and show where they occur
Your Answer  Identifies quality and productivity from a production process ,
Identifies impact of any change on performance , Integrates manufacturing with business strategy

True/False
Question  After sales service is provided in a customer oriented firm
Correct Answer  True
Your Answer  True

Multiple Choice Single Answer
Question  Quantity discrepancy for a convenience product in a marketing channel is adjusted by :
Correct Answer  Retailer
Your Answer  Retailer

Select The Blank
Question  Specific ________ emerge from broad strategies
Correct Answer  Tactics
Your Answer  Plans

Multiple Choice Multiple Answer
Question  After the new product has passed the conceptual stages it becomes more concrete in which stages?
Correct Answer  Test marketing , Commercialisation , Product development
Your Answer  Test marketing , Product development , Marketing strategy development
True/False

Question  Formal planning provides clearer performance standards.
Correct Answer  True
Your Answer  True

Select The Blank

Question  Toffees and chocolates, magazines etc are examples of ________ products
Correct Answer  Impulse
Your Answer  Impulse

Select The Blank

Question  Competition tends to focus on ________ as a product moves through its life.
Correct Answer  Price
Your Answer  Price

Multiple Choice Multiple Answer

Question  The tangible inputs in a business are
Correct Answer  Capital , Machine , Time
Your Answer  Technology , Machine , Capital

True/False

Question  Consumer behaviour is more challenging across international border.
Correct Answer  True
Your Answer  False

Multiple Choice Single Answer

Question  Safety stock available with a company is 200 units and seasonal stock is 150 units. The usage rate of the product is 5 units/day and lead time is of 10 days. Calculate the basic stock.
Correct Answer  400 units
Your Answer  400 units

Select The Blank

Question  ________ is some characteristic of people in the market that helps in dividing it.
Correct Answer  Factor
Your Answer  Age

True/False

Question  The key to successful new product introduction lies in a systems approach.
Correct Answer  True
Your Answer  True

True/False

Question  Marketing involves a backward communication from consumer to producer.
Correct Answer  True
Your Answer False

Select The Blank
Question ______ product is sold for use in producing other goods or services
Correct Answer Industrial
Your Answer Industrial

Multiple Choice Multiple Answer
Question Senses in our body are
Correct Answer Taste, Touch, See
Your Answer Taste, Touch, See

Multiple Choice Multiple Answer
Question Planning of long term strategies are based on following factors:
Correct Answer Opportunity, Objectives, Strategies, Situation assessment, Organisation

Resources
Your Answer Strengths, Objectives, Strategies, Situation assessment, Organisation

Select The Blank
Question ______ can price it's product without any regard to competitor.
Correct Answer Pure monopolist
Your Answer Monopolist

Multiple Choice Single Answer
Question The greatest amount of satisfaction comes from which utility
Correct Answer Possession
Your Answer Possession

Multiple Choice Single Answer
Question The input to 'Stimulus Response Model' is
Correct Answer Stimuli
Your Answer Stimuli

True/False
Question Secondary data is cheaper and faster to collect than primary data
Correct Answer True
Your Answer False

Multiple Choice Multiple Answer
Question For exchange to take place, which conditions must be satisfied?
Correct Answer Each party is capable of communication and delivery, Atleast two parties
Your Answer Atleast two parties, Each party has something that might be of value to the other party

Multiple Choice Multiple Answer
Question: For a low involvement regular purchase product, consumer goes through what all stages of buying process?
- Correct Answer: Need recognition, Purchase decision
- Your Answer: Need recognition, Information research, Evaluation of alternatives

Multiple Choice Single Answer
Question: "How much to order" is also called as
- Correct Answer: Basic stock
- Your Answer: Safety stock

Match The Following
Question: Many sellers and buyers and none of them have much effect on the total demand, supply and product's market price
- Pure competition
- Monopolistic

Only one seller and no competition permitted legally
- Monopoly

Few sellers but account for bulk of industry's sales
- Oligopoly

Many sellers and buyers and each seller's offering is somewhat different than others
- Monopolistic, Pure competition

Select The Blank
Question: The demand for a product is ________ when price cut causes revenue to increase.
- Correct Answer: Price elastic
- Your Answer: Price elastic

Multiple Choice Multiple Answer
Question: Characteristics of mass market strategy are:
- One market mix for target market, One distribution and promotion strategy
- One market mix for target market, Number of pricing strategies, Inventory and distribution costs are high

Multiple Choice Multiple Answer
Question: Socio-cultural environment consists of
- Correct Answer: Social class, Culture
- Your Answer: Technology, Social class, Culture
Multiple Choice Multiple Answer
Question What is Marginal cost?
Correct Answer The additional cost of each unit of product, It ignores non price competition, Marginal revenue is less than average revenue
Your Answer The additional cost of each unit of product, It ignores non price competition, It

is useful for new products

Multiple Choice Single Answer
Question The tool that a sender uses to reach to the receiver is called:
Correct Answer Message
Your Answer Message

Multiple Choice Single Answer
Question This strategic posture invests sufficiently to stay in the race but avoids pre-mature commitments
Correct Answer Reserve the right to play
Your Answer Shapers

Multiple Choice Single Answer
Question Lead time for a product is 10 days and usage rate is 6 units/day. Reorder point will be …
Correct Answer 60 units
Your Answer 60 units

Multiple Choice Single Answer
Question What is diversification?
Correct Answer New product-New market
Your Answer Existing product-New market

Multiple Choice Multiple Answer
Question Ways to make people do trial purchases?
Correct Answer Coupon offers, Discounts, Samples
Your Answer Good packaging, Discounts, Samples

True/False
Question Staffing function applies to all company levels irrespective of levels of hierarchy
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question The culture of a company is conveyed through
Correct Answer Rites, Myths, Rituals
Your Answer Rites, Rituals, Style

Select The Blank
Question ________ measures actual sales and not intentions to buy
Correct Answer Market tests
True/False
Question In negotiated contracts, the bid selected by buyer is not necessarily the lowest.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Trade promotions include
Correct Answer Push money allowance, Promotional allowance
Your Answer Push money allowance, Cash rebates, Promotional allowance, Damaged goods

True/False
Question Change in company's strategy gives rise to problems necessitating a new structure to be made.
Correct Answer True
Your Answer False

Multiple Choice Multiple Answer
Question What is break down approach?
Correct Answer Sales potential varies with country's general level of economic activity.

Select The Blank

Your Answer Simple trend analysis
Marketing Management Assgn 2 - Senthil

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Correct Answer True
Your Answer False

Multiple Choice Multiple Answer
Question What is break down approach?
Correct Answer Sales potential varies with country's general level of economic activity.

Select The Blank
QuestionBuyer's response in ________ method may not be applicable in other markets
Correct AnswerMarket tests
Your AnswerMarket tests
True/False
QuestionThe demand for a specific brand within a product category is called selective demand.
Correct AnswerTrue
Your AnswerTrue
Multiple Choice Single Answer
QuestionDeciding on the number of intermediaries to be employed by a producer is called:
Correct AnswerIntensity distribution
Your AnswerIntegral distribution
Match The Following
Question   Correct Answer   Your Answer
Ballast businessFit well but low opportunitiesFit well but low opportunities
Gap analysisDifference between desired and projected performanceSome fit and some misfit
Corporate parentingManaging SBU's by a corporate Managing SBU's by a corporate
Heartland businessGive the highest priorityGive the highest priority
Multiple Choice Multiple Answer
QuestionThese products move through short channels:
Correct AnswerEggs, Bread, Clothing, Cement
Your AnswerClothing, Maruti 800 Car
Multiple Choice Single Answer
QuestionWhat is Exclusive Assortment?
Correct AnswerCarrying the line of only one manufacturer
Your AnswerCarrying many unrelated product lines
Select The Blank
QuestionProduct means the ________ and services the company offers the target market.
Correct AnswerGoods
Your AnswerValue
Select The Blank
Question Firm's that lack promotional skills rely on ________ for promotional push.
Correct Answer Middlemen
Your Answer Advertising agents

Multiple Choice Single Answer
Question Government units that purchase or rent goods for carrying out main functions

of government is called
Correct Answer Government Market
Your Answer Reseller Market

Select The Blank
Question Low value but bulky products move through________ channels.
Correct Answer Short
Your Answer Direct

True/False
Question Consumer needs are matched with the company capabilities and goals in marketing process.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Major role of promotion is to :
Correct Answer Inform , Remind , Persuade
Your Answer Remind , Persuade , Inform

Multiple Choice Multiple Answer
Question Factors affecting demand of a product?
Correct Answer Population , Increase in buying power
Your Answer Decrease in buying power , Buyer preferences

Select The Blank
Question ________ can price it's product without any regard to competitor.
Correct Answer Pure monopolist
Your Answer Monopolist

Select The Blank
Question ________ are difficult to change
Correct Answer Attitudes
Your Answer Habits

Select The Blank
Question ________ exists when a few large independent firm accounts for bulk of an industry's sales.
Correct Answer Oligopoly
Your Answer Pure oligopoly

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer: Form
Your Answer: Possession

Select The Blank
Question: Optimum marketing mix is obtained using analysis, _______, implementation and control.

Correct Answer: Planning
Your Answer: Planning

Multiple Choice Multiple Answer
Question: Socio-cultural environment consists of
Correct Answer: Social class, Culture
Your Answer: Social class, Culture

True/False
Question: The super structure indicates ways in which company's tasks are integrated or coordinated.
Correct Answer: True
Your Answer: True

Multiple Choice Single Answer
Question: It sets a sales performance standard against which actual sales results can be compared with potential sales.
Correct Answer: Sales forecast
Your Answer: Sales forecast

Multiple Choice Single Answer
Question: It is a paid form of non personal communication.
Correct Answer: Advertising
Your Answer: Advertising

Multiple Choice Multiple Answer
Question: What are the stages in new product development?
Correct Answer: Idea screening, Market testing, Commercialisation
Your Answer: Idea screening, Market testing, Commercialisation

Select The Blank
Question: ________ is a descriptive thought that a person holds about something.
Correct Answer: Belief
Your Answer: Belief

Match The Following
Question: Product related consumer characteristics
Correct Answer: Brand loyalty, Type of usage
Your Answer: Brand loyalty, Type of usage

Type of usage
Demographic: Age, Sex  
Psychographic: Social class, Lifestyle  
Social class, Buying power

Geographic variables: City, Region  
City, Region

True/False
Question: A company’s pricing objectives are influenced by time and circumstances  
Correct Answer: True
Your Answer: True

Select The Blank
Question: Major reason for success for new product is ________ product.  
Correct Answer: Superior  
Your Answer: Superior

Multiple Choice Single Answer
Question: The company earns an acceptable rate of return on their net sales. This profitability objective is called:  
Correct Answer: Target return
Your Answer: Profit maximisation

Multiple Choice Single Answer
Question: It helps an organisation to cope with future by setting objectives and making strategies to achieve them  
Correct Answer: Planning
Your Answer: Planning

Multiple Choice Multiple Answer
Question: These are the characteristics of services  
Correct Answer: Sold on basis of benefits , Quality control is tough
Your Answer: Sold on basis of benefits , Quality control is tough

Multiple Choice Single Answer
Question: Feedback is fastest in which of the following channels:  
Correct Answer: Personal selling
Your Answer: Personal selling

True/False
Question: Each product and brand has a status symbol potential  
Correct Answer: True
Your Answer: True

Multiple Choice Multiple Answer
Question: The areas which become active after promotion budgets have been set and funds are allocated to promotion mix elements.  
Correct Answer: Sales management , Advertising
True/False
Question Diversification strategy involves diversifying away from their original core businesses
Correct Answer True
Your Answer False

Multiple Choice Single Answer
Question What is diversification?
Correct Answer New product-New market
Your Answer New product-Existing market

Multiple Choice Multiple Answer
Question After the new product has passed the conceptual stages it becomes more concrete in which stages?
Correct Answer Test marketing, Commercialisation, Product development
Your Answer Test marketing, Commercialisation, Product development, Marketing strategy

Multiple Choice Multiple Answer
Question Total cost concept includes
Correct Answer Damaged goods, Inventory obsolescence, Transportation
Your Answer Damaged goods, Inventory obsolescence, Transportation

Multiple Choice Single Answer
Question These are the elements of a plan that specify how objectives are to be achieved
Correct Answer Strategies
Your Answer Strategies

Multiple Choice Single Answer
Question Members of this class neither possess family status nor unusual wealth but their primary concern is career
Correct Answer Upper-Middle
Your Answer Upper-Middle

Multiple Choice Single Answer
Question It refers to the effect price changes have on quantity demanded of a product and the firm's sales revenue.
Correct Answer Demand elasticity
Your Answer Demand elasticity

Select The Blank
Question Demographic, cultural, political, natural etc combine to form ________

Correct Answer Macro
Your Answer Macro

True/False
Question "The customer is always right" is the spirit of marketing concept.
Correct Answer True
Your Answer True

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

True/False
Question Marketing concept provides a balance to the exchange process within the social system
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question The culture of a company is conveyed through
Correct Answer Rites, Myths, Rituals
Your Answer Rites, Myths, Rituals

Select The Blank
Question The factor of satisfaction and ________ motives are consistent in society
Correct Answer Profit
Your Answer Profit

Select The Blank
Question A speciality product is ________ intensively distributed than a shopping product
Correct Answer Less
Your Answer Less

Multiple Choice Multiple Answer
Question The areas which become active after promotion budgets have been set and funds
are allocated to promotion mix elements.

Correct Answer: Sales management, Advertising
Your Answer: Sales promotion, Advertising

True/False
Question: Sales contests, consumer contests are examples of public relations.
Correct Answer: False
Your Answer: False

Select The Blank
Question: Concentration on that segment of market which has the maximum number of
people is called ________
Correct Answer: Market fallacy
Your Answer: Market fallacy

Multiple Choice Single Answer
Question: This allows a marketer to adjust the actual price a customer pays for new product without reducing it's list price
Correct Answer: Trade-in allowance
Your Answer: Trade-in allowance

Select The Blank
Question: The demand for a product is ________ when price cut causes revenue to increase.
Correct Answer: Price elastic
Your Answer: Price elastic

Multiple Choice Single Answer
Question: Production creates which type of utility
Correct Answer: Form
Your Answer: Form

Multiple Choice Multiple Answer
Question: An unhealthy portfolio has
Correct Answer: Few stars, More dogs
Your Answer: More dogs, Few stars
Multiple Choice Multiple Answer  
Question: For a low involvement regular purchase product, consumer goes through what all stages of buying process  
Correct Answer: Need recognition, Purchase decision  
Your Answer: Need recognition, Purchase decision  

True/False  
Question: Marketer should keep company's mission and marketing objectives in mind while making pricing decisions.  
Correct Answer: True  
Your Answer: True  

Match The Following  
Question: Correct Answer: Your Answer  
Exclusive Assortment: Carrying the line of only one manufacturer  
Carrying the line of only one manufacturer  
Open bid: Contract awarded to lowest bidder  
Contract awarded to lowest bidder  
Negotiated Contract: Direct negotiation with one or more companies covering project and terms  
Direct negotiation with one or more companies covering project and terms  
Deep Assortment: Carrying a product family in depth, drawing on many producer's output  
Carrying a product family in depth, drawing on many producer's output  

Multiple Choice Single Answer  
Question: "Image building" objectives are common in which type of market structure?  
Correct Answer: Oligopoly
Select The Blank
Question ________ leads to generalisation where similar stimulus generate the same kind of response
Correct Answer Reinforcement
Your Answer Reinforcement

True/False
Question Companies have strenghts in a number of areas but their key strength are few in number
Correct Answer True
Your Answer True

Match The Following
Question Correct Answer Your Answer
Customer is the focal point in Marketing Marketing
Tangible sources Capital, machines, raw material Capital, machines, raw material
Intangible sources Information, time and technology Information, time and technology
Consumer to producer Backward communication Backward communication

Multiple Choice Multiple Answer
Question Limitations of Traditional cost accounting are
Correct Answer Assumes factory as an isolated entity, It measures only the cost of producing
Your Answer Assumes factory as an isolated entity, It measures only the cost of producing

Multiple Choice Single Answer
Question: A diet conscious person after playing football is thirsty. He opts for:
Correct Answer: Diet coke
Your Answer: Diet coke

Multiple Choice Single Answer
Question: The greatest amount of satisfaction comes from which utility
Correct Answer: Possession
Your Answer: Possession

True/False
Question: Market forecasts are available from sources like government
Correct Answer: False
Your Answer: False

Multiple Choice Single Answer
Question: "When to order" is called
Correct Answer: Re-order point
Your Answer: Re-order point

Multiple Choice Single Answer
Question: In which stage of Product life cycle, brand choice is heavily influenced by
Correct Answer: Maturity
Your Answer: Maturity

Multiple Choice Single Answer
Question: These are the elements of a plan that specify how objectives are to be achieved
Correct Answer: Strategies
Your Answer: Strategies

Multiple Choice Single Answer
Question: Major components of marketing mix are:
Correct Answer: Product
Your Answer: Product

Multiple Choice Single Answer
Question: It indicates the degree of differentiation
Correct Answer         Structure
Your Answer            Culture

Multiple Choice Multiple Answer
Question               What are psychogenetic needs
Correct Answer         Belonging , Recognition
Your Answer            Belonging , Recognition

Select The Blank
Question               ________ guides the development of advertisements and personal sales presentations.
Correct Answer         AIDA
Your Answer            AIDA

Multiple Choice Multiple Answer
Question               Adoption rate will be higher and faster if the product has
Correct Answer         Lower price , Greater utility , Compatibility with society
Your Answer            Complexity , Compatibility with society

Multiple Choice Single Answer
Question               It is a reduction in list price granted to channel members for performing marketing functions
Correct Answer         Trade discount
Your Answer            Trade discount

Select The Blank
Question               Product, price, place and promotion are the 4p's of ________ mix
Correct Answer         Marketing
Your Answer            Marketing

True/False
Question               The cultural environment shows long term trends towards a hedonistic society.
Correct Answer         True
Your Answer            True

Multiple Choice Multiple Answer
Question: Types of Organisational Market
Correct Answer: Reseller market, Industrial market, Government market
Your Answer: Reseller market, Industrial market, Government market

Multiple Choice Multiple Answer
Question: Characteristics of Effective segmentation
Correct Answer: Actionable, Measurable, Accessible
Your Answer: Actionable, Measurable, Accessible

Multiple Choice Multiple Answer
Question: Disadvantages of Primary data are:
Correct Answer: Cost factor, Time factor
Your Answer: Cost factor, Time factor, Credibility

Multiple Choice Single Answer
Question: Members of this class neither possess family status nor unusual wealth but their primary concern is career
Correct Answer: Upper-Middle
Your Answer: Upper-Middle

True/False
Question: A channel's length is also called as horizontal dimension.
Correct Answer: False
Your Answer: False

True/False
Question: Change in company structure from divisional to matrix also mean changes in the systems in various degrees
Correct Answer: True
Your Answer: False

Multiple Choice Single Answer
Question: It limits the alternatives that a decision maker takes in a given situation
Correct Answer: Policy
Your Answer: Policy
Multiple Choice Multiple Answer
Question Total cost includes:
Correct Answer Fixed cost, Variable cost
Your Answer Fixed cost, Variable cost

Multiple Choice Single Answer
Question Government units that purchase or rent goods for carrying out main functions of government is called
Correct Answer Government Market
Your Answer Government Market

Select The Blank
Question ________ is a descriptive thought that a person holds about something
Correct Answer Belief
Your Answer Belief

Select The Blank
Question Specific ________ emerge from broad strategies
Correct Answer Tactics
Your Answer Objectives

Multiple Choice Single Answer
Question It focuses on one or more selected market segments and develops separate marketing mix for each segment
Correct Answer Target Marketing
Your Answer Target Marketing

Select The Blank
Question Product ________ plays a major role in distribution strategy.
Correct Answer Awareness
Your Answer Awareness

True/False
Question Buyers are geographically concentrated in the consumer market.
Correct Answer False
Your Answer False

Multiple Choice Single Answer
Question D in AIDA stands for:
Correct Answer Desire
Your Answer Demand

Multiple Choice Multiple Answer
Question Senses in our body are
Correct Answer Taste, Touch, See
Your Answer Taste, Touch, See

True/False
Question Shorter production runs are required to produce large number of products in multi-segment strategy
Correct Answer True
Your Answer True

True/False
Question Changes in consumer's buying patterns affects channel's horizontal and vertical dimensions.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question The areas which become active after promotion budgets have been set and funds are allocated to promotion mix elements.
Correct Answer Sales management, Advertising
Your Answer Pricing, Sales promotion, Sales management, Advertising

True/False
Question "To increase the market share of our product". Is it a well defined objective?
Correct Answer False
Your Answer True

Multiple Choice Single Answer
Question It indicates the degree of differentiation
Correct Answer Structure
Your Answer Status

Multiple Choice Multiple Answer
Question  Product characteristics that influence channel selection are
Correct Answer  Complexity, Perishability, Weight
Your Answer  Complexity, Perishability, Buyer wants for a specific product

Multiple Choice Single Answer
Question  It concentrates on organisation design and work flow
Correct Answer  Flotilla
Your Answer  Systems approach

Multiple Choice Multiple Answer
Question  Key concepts of systems view of management includes
Correct Answer  Optimisation concept, Total cost concept, Cost trade-off concept
Your Answer  Optimisation concept, Total cost concept, Cost trade-off concept, Inventory carrying cost concept

Multiple Choice Multiple Answer
Question  Characteristics of Effective segmentation
Correct Answer  Actionable, Measurable, Accessible
Your Answer  Actionable, Measurable, Reciprocal, Accessible

Multiple Choice Multiple Answer
Question  Criteria for choosing distribution channels are:
Correct Answer  Market coverage, Control, Costs
Your Answer  Market coverage, Control, Costs, Buyer characteristics

Multiple Choice Multiple Answer
Question  These are the characteristics of services
Correct Answer  Sold on basis of benefits, Quality control is tough
Your Answer  Sold on basis of benefits, Mechanised and automated, Quality control is tough

Match The Following
Customer is the focal point in Marketing
Correct Answer  Marketing
Tangible sources Capital, machines, raw material
Correct Answer  Capital, machines, raw material
Intangible sources Information, time and technology
Correct Answer  Information, time and technology
Consumer to producer Backward communication
Correct Answer  Forward communication

Select The Blank
Question: _______ concept increases the efficiency of economic system
Correct Answer: Marketing
Your Answer: Marketing

True/False
Question: Product concept testing through physical presentation increase the reliability of test.
Correct Answer: True
Your Answer: True

True/False
Question: The demand for necessities tends to be more price elastic than the demand for luxury products.
Correct Answer: False
Your Answer: True

Select The Blank
Question: Specific _______ emerge from broad strategies
Correct Answer: Tactics
Your Answer: Plans

Multiple Choice Multiple Answer
Question: When is demand price elastic?
Correct Answer: Price cut causes revenue to increase, Price rise causes revenue to decrease
Your Answer: Price cut causes revenue to increase, Price cut causes revenue to decrease,
Price rise causes revenue to decrease, Price rise causes revenue to increase

Match The Following
Question: Exclusive Assortment Correct Answer: Carrying the line of only one manufacturer
Your Answer: Carrying the line of only one manufacturer

Open bid Contract awarded to lowest bidder
Contract awarded to lowest bidder

Negotiated Contract Direct negotiation with one or more companies covering project and terms
Direct negotiation with one or more companies covering project and terms
Deep Assortment Carrying a product family in depth, drawing on many producer's output

Carrying

a product family in depth, drawing on many producer's output

Multiple Choice Single Answer
Question What is product concept?
Correct Answer Detailed version of idea stated in consumer terms
Your Answer Consumer's perception of an actual product

Multiple Choice Single Answer
Question A diet conscious person after playing football is thirsty. He opts for :-
Correct Answer Diet coke
Your Answer Diet coke

Multiple Choice Multiple Answer
Question The culture of a company is conveyed through
Correct Answer Rites, Myths, Rituals
Your Answer Rites, Myths, Rituals, Style

True/False
Question Marketing and production costs are high in multi-segment strategy
Correct Answer True
Your Answer True

Select The Blank
Question The onus of advertising, pricing and sales promotion policies is put on ________
distribution.
Correct Answer Exclusive
Your Answer Exclusive

Select The Blank
Question The cost of warehousing, transportation, inventory and handling products together
costs ________ concept.
Correct Answer Total cost
Your Answer Fixed cost

Multiple Choice Single Answer
Question It is his duty to analyse and convert data to information
Correct Answer Researcher
Your Answer Marketing Manager
Select The Blank
Question Firm's that lack promotional skills rely on ________ for promotional push.
Correct Answer Middlemen
Your Answer Advertising agents

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer Form
Your Answer Possession

True/False
Question A company's pricing objectives are influenced by time and circumstances
Correct Answer True
Your Answer True

Select The Blank
Question ________ directs the flow of goods and services from the producer to the ultimate consumer
Correct Answer Marketing
Your Answer Marketing

Select The Blank
Question Messages are made of ________
Correct Answer Symbols
Your Answer Words

Select The Blank
Question The research objectives are stated as ________ to be tested
Correct Answer Hypothesis
Your Answer Data

True/False
Question Boston consultance group Matrix focusses on future business.
Correct Answer False
Your Answer True

True/False
Question Storage helps firms balance supply and demand.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question  This strategic posture takes the current industry structure and its future evolution as given and then react to the opportunities the market offers.

Correct Answer  Adapters
Your Answer  Options

Multiple Choice Multiple Answer
Question  Conditions for a Successful Communication are:
Correct Answer  Sender transmits message, Receiver receives message
Your Answer  Sender transmits message, Receiver receives message, Message has meaning

Multiple Choice Single Answer
Question  4p's of of Marketing should be considered in conjunction with
Correct Answer  4C's
Your Answer  4C's

Multiple Choice Single Answer
Question  When the quantity bought remains steady regardless of change in price, it is called
Correct Answer  Price inelastic
Your Answer  Price elastic

Multiple Choice Multiple Answer
Question  Marketing channels for consumer products is longer because
Correct Answer  Number of consumers are more, Consumers buy smaller quantities, Buying patterns of consumers is easy to detect.
Your Answer  Number of consumers are more, Consumers are geographically concentrated, Consumers buy smaller quantities

Multiple Choice Single Answer
Question  "How much to order" is also called as
Correct Answer  Basic stock
Your Answer  Re-order point

True/False
Question  Firms that lack promotional capabilities rely on middlemen.
Correct Answer  True
Your Answer  True

Multiple Choice Single Answer
Question  The greatest amount of satisfaction comes from which utility
Correct Answer  Possession
Your Answer  Possession

Multiple Choice Multiple Answer
Question  What are psychogenetic needs
Correct Answer  Belonging, Recognition
Your Answer  Belonging, Recognition

Select The Blank
Question  ________ provides more information than Advertising and is relatively inexpensive.
Correct Answer  Publicity
Your Answer  Public relations

Select The Blank
Question  ________ is seen as an integral process that converts materials into goods
Correct Answer  Systems
Your Answer  Statistical quality control

Select The Blank
Question  ________ measures actual sales and not intentions to buy
Correct Answer  Market tests
Your Answer  Correlation method

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Multiple Choice Multiple Answer
Question  Trade promotions include
Correct Answer  Push money allowance, Promotional allowance
Your Answer  Push money allowance, Cash rebates, Promotional allowance

Multiple Choice Single Answer
Question  What is product development?
Correct Answer  New product-Existing market
Your Answer  Existing product-New market

True/False
Question  Firms that lack promotional capabilities rely on middlemen.
Correct Answer  True
Your Answer  True
Select The Blank
Question Customers are brand, style and type conscious when buying ________ products.
Correct Answer Special
Your Answer Convenience

Multiple Choice Multiple Answer
Question The tangible inputs in a business are
Correct Answer Capital, Machine, Time
Your Answer Capital, Technology, Machine

Multiple Choice Multiple Answer
Question Ways to make people do trial purchases?
Correct Answer Coupon offers, Discounts, Samples
Your Answer Coupon offers, Discounts, Samples

Match The Following
Question Correct Answer Your Answer

Ballast business Fit well but low opportunities Misfit with understanding of critical success factors

Gap analysis Difference between desired and projected performance Difference between desired and projected performance

Corporate parenting Managing SBU's by a corporate Managing SBU's by a corporate

Heartland business Give the highest priority Give the highest priority

Select The Blank
Question ________ is some characteristic of people in the market that helps in dividing it.
Correct Answer Factor
Your Answer Age
Multiple Choice Single Answer
Question It appraises the organisation's capacity to respond to these opportunities and threats
Correct Answer Organisational assessment
Your Answer Organisational assessment

True/False
Question Marketing channels move products from customers to manufacturer.
Correct Answer False
Your Answer False

Select The Blank
Question There are more number of substitutes for ________ products.
Correct Answer Multi use
Your Answer Shopping

True/False
Question The demand for necessities tends to be more price elastic than the demand for luxury products.
Correct Answer False
Your Answer False

True/False
Question Survey of buyers' intentions technique is comparatively costly and the data gathered is of questionable value.
Correct Answer True
Your Answer True

Select The Blank
Question ________ method is suitable for products with a stable demand pattern
Correct Answer Simple trend analysis
Your Answer Simple trend analysis
True/False
Question Diversification strategy involves diversifying away from their original core businesses
Correct Answer True
Your Answer True

Select The Blank
Question ________ occurs when people inspite of being qualified and experienced and trained have to settle for a low level job.
Correct Answer Underemployment
Your Answer Inflation

Multiple Choice Single Answer
Question The greatest amount of satisfaction comes from which utility
Correct Answer Possession
Your Answer Time

Multiple Choice Multiple Answer
Question Market segmentation can be done on the basis of following factors
Correct Answer Psychographic , Demographic , Geographic
Your Answer Psychographic , Demographic , Geographic , Economic

Multiple Choice Single Answer
Question Who provides time and place utility?
Correct Answer Intermediary
Your Answer Supplier

Multiple Choice Single Answer
Question What is the most important promotion activity required in Industrial buying process
Correct Answer Personal selling
Your Answer Advertising

Select The Blank
Question ______ is a strong internal stimulus impelling action
Correct Answer Drive
Your Answer Belief

Select The Blank
Question Module of Flotilla strikes an optimum balance of ______ and flexibility
Correct Answer Standardisation
Your Answer Standardisation

Select The Blank
Question The cost of warehousing, transportation, inventory and handling products together
constitutes ______ concept.
Correct Answer Total cost
Your Answer Total cost

True/False
Question A company's pricing objectives are influenced by time and circumstances
Correct Answer True
Your Answer True

True/False
Question Market segmentation is the decision to identify different groups that compose the
market and to develop specific product for each of these groups.
Correct Answer False
Your Answer True

True/False
Question Marketing strategies are developed to support broad marketing objectives
Correct Answer True
Your Answer True

Match The Following
Question Correct Answer Your Answer
Cash discount Given for paying promptly Given for paying promptly
Trade discount
Reduction in list price to channel members
Discount percentage increases as the quantity purchased increases
Cumulative quantity discount
Discount percentage increases as the quantity purchased increases
Applies to multiple orders
Non-cumulative quantity discount  Applies to a single order  Applies to a single order

Multiple Choice Single Answer
Question  This method enables the forecaster to take into consideration seasonal fluctuations and long term fluctuations
Correct Answer  Time Series Analysis
Your Answer  Sales Forecast

Multiple Choice Multiple Answer
Question  Uses of Market research are:
Correct Answer  Advertising effectiveness, Sales forecasting, Identifying market trends
Your Answer  Advertising effectiveness, Sales forecasting, Identifying market trends

Multiple Choice Multiple Answer
Question  Types of product classification
Correct Answer  Consumables, Durables, Services
Your Answer  Consumables, Durables, Services

Multiple Choice Multiple Answer
Question  Planning of long term strategies are based on following factors:
Correct Answer  Opportunity, Objectives, Strategies, Situation assessment, Organisation
mission, Resources
Multiple Choice Single Answer
Question: The input to 'Stimulus Response Model' is
Correct Answer: Stimuli
Your Answer: Stimuli

Multiple Choice Single Answer
Question: The organisation focusses attention on one market segment and develops one marketing mix for that segment. This is known as:
Correct Answer: Concentration
Your Answer: Concentration

Multiple Choice Multiple Answer
Question: Categories of adopters are
Correct Answer: Innovators, Early adopters, Laggards
Your Answer: Innovators, Early adopters

Multiple Choice Single Answer
Question: It is the most influential primary reference group shaping a buyer's behaviour
Correct Answer: Family
Your Answer: Family

Multiple Choice Single Answer
Question: This discount is offered to customers to encourage them to remain loyal buyers
Correct Answer: Quantity discount
Your Answer: Trade discount

Multiple Choice Single Answer
Question: An example of Want is:
Correct Answer: Continental food
Your Answer: Continental food
Select The Blank
Question ________ planning determines the number, location and ownership of warehouses.
Correct Answer Warehouse
Your Answer Inventory

Select The Blank
Question ________ product is sold for use in producing other goods or services
Correct Answer Industrial
Your Answer Industrial

Multiple Choice Single Answer
Question Members of this group are average white and blue collar workers who aim for better living
Correct Answer Middle class
Your Answer Upper-Middle

Multiple Choice Multiple Answer
Question Types of strategic business units are:
Correct Answer Stars, Cash cows, Question marks
Your Answer Stars, Cash cows, Goats

Multiple Choice Single Answer
Question Groups having a direct influence on a person are called
Correct Answer Membership groups
Your Answer Homogeneous groups

Multiple Choice Single Answer
Question A diet conscious person after playing football is thirsty. He opts for:
Correct Answer Diet coke
Your Answer Diet coke

True/False
Question Systems are formal and informal rules and regulations that complements the
company structure
Correct Answer  True
Your Answer  True

True/False
Question  Pricing strategies change over the life cycle of the product
Correct Answer  True
Your Answer  True

Multiple Choice Single Answer
Question  Production creates which type of utility
Correct Answer  Form
Your Answer  Form

Multiple Choice Multiple Answer
Question  Characteristics of mass market strategy are:
Correct Answer  One market mix for target market, One distribution and promotion strategy
Your Answer  One market mix for target market, Number of pricing strategies, One distribution and promotion strategy

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

True/False
Question  A channel's length is also called as horizontal dimension.
Correct Answer  False
Your Answer  False

Multiple Choice Single Answer
Question  It concentrates on organisation design and work flow
Correct Answer  Flotilla
Your Answer  Statistical quality control

Select The Blank
Question ________ distribution is used when a small percentage of customers account for a large part of sale.
Correct Answer Selective
Your Answer Selective

Multiple Choice Multiple Answer
Question The reseller's assortment influences it's
Correct Answer Marketing mix, Customer mix, Supplier mix
Your Answer Marketing mix, Customer mix, Buyer mix

Select The Blank
Question Specific ________ emerge from broad strategies
Correct Answer Tactics
Your Answer Objectives

Multiple Choice Single Answer
Question What is Market development?
Correct Answer Existing product-New market
Your Answer New product-New market

Multiple Choice Multiple Answer
Question Income, occupation, education, age, marital status are factors of which type of segmentation?
Correct Answer Geographic, Demographic
Your Answer Demographic

Select The Blank
Question There are more number of substitutes for ________ products.
Correct Answer Multi use
Your Answer Multi use

Multiple Choice Multiple Answer
Question These are the characteristics of services
Correct Answer Sold on basis of benefits, Quality control is tough
Your Answer Sold on basis of benefits, Quality control is tough
Multiple Choice Multiple Answer
Question Planning of long term strategies are based on following factors:
Correct Answer Opportunity, Objectives, Strategies, Situation assessment, Organisation
mission, Resources
Your Answer Strengths, Objectives, Strategies, Situation assessment, Organisation mission,

Resources

Select The Blank
Question Competition tends to focus on ________ as a product moves through its life
Correct Answer Price
Your Answer Quality

Select The Blank
Question The onus of advertising, pricing and sales promotion policies is put on ________
distribution.
Correct Answer Exclusive
Your Answer Integral

Select The Blank
Question ________ is a strong internal stimulus impelling action
Correct Answer Drive
Your Answer Drive

True/False
Question Market forecasts are available from sources like government
Correct Answer False
Your Answer True

Multiple Choice Multiple Answer
Question Physical distribution management includes
Correct Answer Manufacturer, Middlemen, Warehouse operators
True/False
Question Consumer behaviour is more challenging across international border.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Manufacturers offering variety of price promotions to their middlemen is called
Correct Answer Trade promotion
Your Answer Trade-in allowance

Select The Blank
Question Total cost is the sum of ________ + Variable cost.
Correct Answer Fixed cost
Your Answer Fixed cost

Multiple Choice Multiple Answer
Question Money is invested by way of
Correct Answer Debt, Equity
Your Answer Risk, Equity

Select The Blank
Question ________ describes a person's favourable or unfavourable action tendencies towards object
Correct Answer Attitudes
Your Answer Attitudes

Multiple Choice Single Answer
Question Consumerism emerged in which era of Marketing?
Correct Answer Sales
Your Answer Sales

Match The Following
Question Correct Answer Your Answer
Wide market coverage is achieved. Intensive distribution. Intensive distribution.

Helps in the process of matching demand and supply. Marketing channel

Marketing channel

No intermediaries between producer and consumer. Direct channel

Direct channel

Combining two or more levels of a channel under one participant's control.

Vertical integration

Vertical integration

True/False
Question Logistics is an area of potentially high cost saving and improves customer satisfaction.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Decline in buying power due to price levels rising more rapidly than income is called
Correct Answer Inflation
Your Answer Inflation

True/False
Question In pure competition many sellers and buyers are there and have major effect on demand and supply of the product's market price
Correct Answer False
Your Answer True

Select The Blank
Question ________ measures actual sales and not intentions to buy
Correct Answer Market tests
Your Answer Market tests
Multiple Choice Single Answer
Question This strategic posture invests sufficiently to stay in the race but avoids pre-mature commitments
Correct Answer Reserve the right to play
Your Answer Reserve the right to play

Multiple Choice Single Answer
Question As a person acquires additional units of a product, the amount of satisfaction (each unit adds to total satisfaction), is less than the previous unit. This is called
Correct Answer Law of diminishing marginal utility
Your Answer Law of diminishing marginal utility

Multiple Choice Single Answer
Question New product forms and brands enter in which stage of product life cycle?
Correct Answer Growth
Your Answer Introductory

Select The Blank
Question _______ leads to generalisation where similar stimulus generate the same kind of response
Correct Answer Reinforcement
Your Answer Cues

True/False
Question Marketer should keep company's mission and marketing objectives in mind while making pricing decisions.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Socio-cultural environment consists of
Correct Answer Social class, Culture
Your Answer Technology, Social class, Culture
Multiple Choice Multiple Answer
Question Commercial sources have following sources
Correct Answer Advertising, Packaging, Sales persons
Your Answer Advertising, Packaging, Mass media

True/False
Question After sales service is provided in a customer oriented firm
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Product should be considered from the point of view of
Correct Answer Customer
Your Answer Customer

Multiple Choice Multiple Answer
Question Types of Organisational Market
Correct Answer Reseller market, Industrial market, Government market
Your Answer Reseller market, Industrial market, Government market

Multiple Choice Multiple Answer
Question Research design is classified as :
Correct Answer Function, Methodology
Your Answer Function, Methodology, Predictive, Experimental

Multiple Choice Single Answer
Question A diet conscious person after playing football is thirsty. He opts for :-
Correct Answer Diet coke
Your Answer Diet coke

True/False
Question "Idea screening" stage reduces the number of ideas based on company's criteria.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Categories of adopters are
Correct Answer: Innovators, Early adopters, Laggards
Your Answer: Innovators, Early adopters, Late adopters, Laggards

True/False
Question: Secondary data is cheaper and faster to collect than primary data
Correct Answer: True
Your Answer: True

Multiple Choice Single Answer
Question: This method enables the forecaster to take into consideration seasonal fluctuations and long term fluctuations
Correct Answer: Time Series Analysis
Your Answer: Time Series Analysis

Select The Blank
Question: Wholesalers and retailers help manufacturer in carrying _______ flow to final buyers.
Correct Answer: Title
Your Answer: Title

True/False
Question: "Promotion" is considered in conjunction with "Convenience".
Correct Answer: False
Your Answer: True

Multiple Choice Single Answer
Question: To serve a market segment profitably means
Correct Answer: Sales revenue generated is more than cost of marketing effort
Your Answer: Sales revenue generated is more than cost of marketing effort

Multiple Choice Multiple Answer
Question: Uses of Market research are:
Correct Answer: Advertising effectiveness, Sales forecasting, Identifying market trends
**Advertising effectiveness, Sales forecasting, Identifying market trends, MIS**

**Match The Following**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motivational research</td>
<td>It analyses consumer motives</td>
<td>It is used to forecast future values such as sales revenue etc</td>
</tr>
<tr>
<td>Historical research</td>
<td>Uses past experiences to find solutions</td>
<td>Uses past experiences to find solutions</td>
</tr>
<tr>
<td>Survey research</td>
<td>Obtains data from respondents in person</td>
<td>Obtains data from respondents in person</td>
</tr>
<tr>
<td>Experimental research</td>
<td>One factor is constant and holding other factors</td>
<td>Tests hypothesis about the relationship between dependent variables</td>
</tr>
</tbody>
</table>

**LIST OF ATTEMPTED QUESTIONS AND ANSWERS**

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Major role of promotion is to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Persuade, Inform, Remind</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Persuade, Inform, Remind</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>A drive is a need that sufficiently presses a person to act</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>The key to successful new product introduction lies in a systems approach.</th>
</tr>
</thead>
</table>
Correct Answer  True
Your Answer  True

Multiple Choice Single Answer
Question  D in AIDA stands for:
Correct Answer  Desire
Your Answer  Desire

Multiple Choice Single Answer
Question  Higher the perceived quality of the product, higher will be the perceived price.
Such products are called:
Correct Answer  Prestige
Your Answer  Prestige

Multiple Choice Single Answer
Question  It refers to formal and informal rules, regulations and procedures that complements the company structure
Correct Answer  Systems
Your Answer  Systems

Multiple Choice Single Answer
Question  The output of Stimulus Response Model is
Correct Answer  Product decision
Your Answer  Product decision

True/False
Question  Style of a company are the patterns of actions taken by members of top management over a period of time
Correct Answer  True
Your Answer  True

Select The Blank
Question  Buyer's response in ________ method may not be applicable in other markets
Correct Answer  Market tests
Your Answer  Market tests
True/False
Question Services can be stored in inventory.
Correct Answer False
Your Answer False

True/False
Question Consumer needs are matched with the company capabilities and goals in marketing process.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question The participants in a communication process are:
Correct Answer Source, Recipient
Your Answer Source, Recipient

Select The Blank
Question _______ is synonymous with non-recurrent data system (RDS)
Correct Answer Market research
Your Answer Market research

True/False
Question Publicity is news carried in the mass media about a firm and its products, policies or actions.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Product characteristics that influence channel selection are:
Correct Answer Complexity, Perishability, Weight
Your Answer Complexity, Perishability, Weight

Multiple Choice Multiple Answer
Question Limitations of Traditional cost accounting are:
Correct Answer Assumes factory as an isolated entity, it measures only the cost of producing. Your Answer Assumes factory as an isolated entity, it measures only the cost of producing. It uses time as a unit of measure.

Multiple Choice Single Answer
Question: A diet conscious person after playing football is thirsty. He opts for:
Correct Answer: Diet coke
Your Answer: Diet coke

Multiple Choice Multiple Answer
Question: Criteria for choosing distribution channels are:
Correct Answer: Market coverage, Control, Costs
Your Answer: Market coverage, Control, Costs

Match The Following
Question: Correct Answer: Your Answer
Wide market coverage is achieved. Intensive distribution. Intensive distribution.
Helps in the process of matching demand and supply. Marketing channel
Marketing channel

No intermediaries between producer and consumer. Direct channel Direct channel
Combining two or more levels of a channel under one participant's control.
Vertical integration

Vertical integration

Select The Blank
Question: In production era, demand is _______ than supply
Correct Answer: Greater
Your Answer: Greater

Multiple Choice Multiple Answer
Question: How does 'structure' reduce external uncertainty arising out of human behaviour
Correct Answer: Research and planning, Forecasting
Your Answer: Division of labour, Departmentalisation

Match The Following
Question: Many sellers and buyers and none of them have much effect on the total demand, supply and product's market price.
Correct Answer: Pure competition
Your Answer: Pure competition

Only one seller and no competition permitted legally.
Correct Answer: Monopoly
Your Answer: Pure monopoly

Few sellers but account for bulk of industry's sales.
Correct Answer: Oligopoly
Your Answer: Pure oligopoly

Many sellers and buyers and each seller's offering is somewhat different than others.
Correct Answer: Monopolistic
Your Answer: Oligopoly

Select The Blank
Question: _______ is a strong internal stimulus impelling action
Correct Answer: Drive
Your Answer: Belief

True/False
Question: Market segmentation is the decision to identify different groups that compose the market and to develop specific product for each of these groups.
Correct Answer: False
Your Answer: True

Multiple Choice Single Answer
Question: The frequency at which a product is used is called?
Correct Answer: Usage rate
Your Answer: Usage rate
Multiple Choice Multiple Answer
Question Types of psychological pricing are
Correct Answer Prestige , Leader
Your Answer Prestige , Leader

Multiple Choice Multiple Answer
Question Planning of long term strategies are based on following factors:
Correct Answer Opportunity , Objectives, Strategies, Situation assessment, Organisation
Your Answer Opportunity , Strengths , Resources

Select The Blank
Question ________ is an important tool for planning and controlling the firm's activities
Correct Answer Sales Forecast
Your Answer Sales Forecast

Select The Blank
Question A speciality product is ________ intensively distributed than a shopping product
Correct Answer Less
Your Answer Less

Multiple Choice Single Answer
Question It is the process of selecting people for company positions and developing skills and abilities for assignments in the company
Correct Answer Staffing
Your Answer Staffing

Select The Blank
Question Specific ________ emerge from broad strategies
Correct Answer Tactics
Your Answer Objectives

Select The Blank
Question The research objectives are stated as ________ to be tested
Correct Answer  Hypothesis
Your Answer  Hypothesis

Multiple Choice Multiple Answer
Question  Socio-cultural environment consists of
Correct Answer  Social class , Culture
Your Answer  Social class , Culture

Select The Blank
Question  ________ of physical distribution activities increases it's productivity as well as
of manufacturer.
Correct Answer  Automation
Your Answer  Automation

Multiple Choice Multiple Answer
Question  How does 'structure' reduce internal uncertainty arising out of human behaviour
Correct Answer  Control mechanism , Departmentalisation
Your Answer  Control mechanism , Departmentalisation , Specialisation

Multiple Choice Single Answer
Question  What factors constitute natural environment?
Correct Answer  Natural resources
Your Answer  Natural resources

Multiple Choice Multiple Answer
Question  For exchange to take place, which conditions must be satisfied ?
Correct Answer  Atleast two parties , Each party is capable of communication and delivery
, Each party has something that might be of value to the other party
Your Answer  Atleast two parties , Each party is capable of communication and delivery , Each
party has something that might be of value to the other party

True/False
Question Internal records such as sales reports, cost and accounting information are expensive to obtain.
Correct Answer False
Your Answer False

Select The Blank
Question Product ________ plays a major role in distribution strategy.
Correct Answer Awareness
Your Answer Packaging

Multiple Choice Multiple Answer
Question Total cost includes:
Correct Answer Fixed cost, Variable cost
Your Answer Total cost, Fixed cost, Variable cost

True/False
Question Demand for industrial goods fluctuate more than consumer demand
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question It is is the data which has been converted to a useful form for decision making
Correct Answer Information
Your Answer Information

True/False
Question Product development includes starting another business or buy businesses outside of their current line.
Correct Answer False
Your Answer False

Select The Blank
Question Skimming pricing involves ________ risk.
Correct Answer Low
Your Answer Marginal
Multiple Choice Single Answer
Question A in AIDA stands for:
Correct Answer Awareness
Your Answer Advertising

Multiple Choice Single Answer
Question This pricing objective involves setting a low price to discourage entry of new firms.
Correct Answer Stay out
Your Answer Stay out

Multiple Choice Single Answer
Question It is the process of influencing one's behaviour by sharing ideas, feelings and information.
Correct Answer Communication
Your Answer Promotion

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Multiple Choice Single Answer
Question Deciding on the number of intermediaries to be employed by a producer is called:
Correct Answer Intensity distribution
Your Answer Intensity distribution

Select The Blank
Question ________ distribution is used when a small percentage of customers account for a large part of sale.
Correct Answer Selective
Your Answer Exclusive

Multiple Choice Single Answer
Question Profits are negative in which stage of product life cycle?
Correct Answer Introductory
Your Answer Introductory

Multiple Choice Multiple Answer
Question When is demand inelastic?
Correct Answer  Price cut causes revenue to decrease, Price rise causes revenue to increase.
Your Answer  Price cut causes revenue to decrease, Price rise causes revenue to increase.

Multiple Choice Single Answer
Question  Which is the product that potential customers do not know about it or they do not want yet.
Correct Answer  Unsought
Your Answer  Unsought

Multiple Choice Single Answer
Question  4p's of Marketing should be considered in conjunction with.
Correct Answer  4C's
Your Answer  4C's

Multiple Choice Single Answer
Question  Recovery stage in business cycle is also called.
Correct Answer  Upswing
Your Answer  Upswing

Select The Blank
Question  Buyer's response in ________ method may not be applicable in other markets.
Correct Answer  Market tests
Your Answer  Market tests

Multiple Choice Single Answer
Question  The greatest amount of satisfaction comes from which utility.
Correct Answer  Possession
Your Answer  Form

Multiple Choice Single Answer
Question  Government units that purchase or rent goods for carrying out main functions of government is called.
Correct Answer  Government Market
Your Answer  Government Market

Multiple Choice Single Answer
Question  In which phase of production era, the producer and consumer are the same?
Correct Answer  Subsistence
Your Answer  Subsistence
Multiple Choice Single Answer
Question "Image building" objectives are common in which type of market structure?
Correct Answer Oligopoly
Your Answer Competition

True/False
Question Marketer should keep company's mission and marketing objectives in mind while making pricing decisions.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question New products enter the market and old customers make repeat purchase during which stage of product life cycle?
Correct Answer Growth
Your Answer Growth

Match The Following
Question Correct Answer Your Answer
Sales forecast Sales volume Sales volume
Correlation method Historical data Historical data
Market forecast Industry trade associations Industry trade associations
Economic forecast Government Government

True/False
Question Experimental research involves obtaining data from respondents in person, mail or by phone
Correct Answer False
Your Answer False

Select The Blank
Question Specific ________ emerge from broad strategies
Correct Answer Tactics
Your Answer Tactics

Multiple Choice Multiple Answer
Question Ways to make people do trial purchases?
Correct Answer Coupon offers, Discounts, Samples
Your Answer Good packaging, Coupon offers, Discounts
True/False
Question Practicality is news carried in the mass media about a firm and its products, policies or actions.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question This data is originated by original research through observation/enquiry.
Correct Answer Primary data
Your Answer Primary data

True/False
Question The demand for a specific brand within a product category is called selective demand.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Consumerism emerged in which era of Marketing?
Correct Answer Sales
Your Answer Marketing

Multiple Choice Multiple Answer
Question Physical distribution management includes
Correct Answer Manufacturer, Middlemen, Warehouse operators
Your Answer Manufacturer, Middlemen, Warehouse operators

True/False
Question Changes in consumer's buying patterns affects channel's horizontal and vertical dimensions.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question It is the series of marketing institutions that help in moving the product from producer to the ultimate user.
Correct Answer Marketing channel
Your Answer Marketing channel

True/False
Question Each product and brand has a status symbol potential
Correct Answer True
Your Answer True
Recession stage in business cycle is also called Slowdown.

Lead time for a product is 10 days and usage rate is 6 units/day. Reorder point will be 60 units.

Who provides time and place utility? Intermediary.

The greater the number of substitutes for a product, the less price elastic is its demand.

It gathers, records and analyses data about problems related to Marketing.

_________ directs the flow of goods and services from the producer to the ultimate consumer.

A transaction takes place when there is time and place of agreement, Two things of value, Agreed upon conditions.

Customer is the focal point in Marketing Selling.

Tangible sources Capital, machines, raw material.

Material

Intangible sources: Information, time, and technology.

Consumer to producer: Backward communication, Marketing.

Multiple Choice Single Answer
Question: Production creates which type of utility?
Correct Answer: Form
Your Answer: Form

True/False
Question: Consumer behaviour is easy to understand in a familiar country like India for Indians.
Correct Answer: False
Your Answer: False

Multiple Choice Multiple Answer
Question: How does 'structure' reduce external uncertainty arising out of human behaviour?
Correct Answer: Research and planning, Forecasting
Your Answer: Research and planning, Forecasting, Division of labour

Multiple Choice Multiple Answer
Question: The reseller's assortment influences it's
Correct Answer: Marketing mix, Customer mix, Supplier mix
Your Answer: Marketing mix, Customer mix, Supplier mix

Multiple Choice Single Answer
Question: A diet conscious person after playing football is thirsty. He opts for: -
Correct Answer: Diet coke
Your Answer: Diet coke

Select The Blank
Question: Major reason for success for a new product is ________
product.
Correct Answer: Superior
Your Answer: Correctly positioned

Multiple Choice Single Answer
Question: It is that element of a plan that specifies what is to be accomplished
Correct Answer  Objectives
Your Answer  Objectives

Select The Blank
Question  Optimum marketing mix is obtained using analysis, __________, implementation and control.
Correct Answer  Planning
Your Answer  Planning

Select The Blank
Question  __________ routinely performs all functions on recurrent, internal and external data.
Correct Answer  Recurrent data system(RDS)
Your Answer  Recurrent data system(RDS)

True/False
Question  Shorter production runs are required to produce large number of products in multi-segment strategy.
Correct Answer  True
Your Answer  True

Select The Blank
Question  __________ allowance is used to communicate about the values of the product and special event.
Correct Answer  Promotion
Your Answer  Promotion

Multiple Choice Multiple Answer
Question  For exchange to take place, which conditions must be satisfied?
Correct Answer  Atleast two parties, Each party is capable of communication and delivery, Each party has something that might be of value to the other party.
Your Answer  Atleast two parties, Each party is capable of communication and delivery, Each party has something that might be of value to the other party.

True/False
Question  Companies have strengths in a number of areas but their key strength are few in number.
Correct Answer  True
Your Answer  True
LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Select The Blank
Question ________ is an important tool for planning and controlling the firm's activities
Correct Answer Sales Forecast
Your Answer Sales Forecast

Multiple Choice Single Answer
Question These items are directly bought by industrial buyers from producers rather than
the middlemen
Correct Answer Expensive
Your Answer Non durables

Multiple Choice Single Answer
Question The greatest amount of satisfaction comes from which utility
Correct Answer Possession
Your Answer Possession

True/False
Question The key to successful new product introduction lies in a systems approach.
Correct Answer True
Your Answer True

Match The Following
Question Correct Answer Your Answer
Ballast business Fit well but low opportunities Some fit and some misfit
Gap analysis Difference between desired and projected performance Difference between
desired and projected performance
Corporate parenting Managing SBU's by a corporate Managing SBU's by a corporate
Heartland business Give the highest priority Fit well but low opportunities
Multiple Choice Multiple Answer
Question  Aspects of political environment are:
Correct Answer  Form of government adopted, Media and pressure groups, Government stability
Your Answer  Form of government adopted, Media and pressure groups, Government stability

Multiple Choice Single Answer
Question  It limits the alternatives that a decision maker takes in a given situation
Correct Answer  Policy
Your Answer  Policy

Select The Blank
Question  ________ concept increases the efficiency of economic system
Correct Answer  Marketing
Your Answer  Marketing

Match The Following
Question  Correct Answer  Your Answer
Biogenetic needs  Hunger, Thirst  Hunger, Thirst
Actual self concept  How person views himself  How person views himself
Others self concept  How the person thinks others see him  How the person thinks others see him
Personality  Deference, Autonomy, Esteem, Recognition

True/False
Question  Demand is highly elastic for industrial goods
Correct Answer  False
Your Answer  False
Multiple Choice Multiple Answer
Question: What is Statistical Quality Control (SQC)?
Correct Answer: Identifies quality and productivity from a production process, identifies impact of any change on performance, instantly spots malfunctions and shows where they occur.
Your Answer: Identifies quality and productivity from a production process, integrates manufacturing with business strategy.

Multiple Choice Single Answer
Question: Production creates which type of utility?
Correct Answer: Form
Your Answer: Time

Multiple Choice Single Answer
Question: Who provides time and place utility?
Correct Answer: Intermediary
Your Answer: Supplier

Multiple Choice Single Answer
Question: Marketer tries to seek what kind of response from the other party?
Correct Answer: Behavioural
Your Answer: Behavioural

True/False
Question: Systems are formal and informal rules and regulations that complement the company structure.
Correct Answer: True
Your Answer: True

Multiple Choice Multiple Answer
Question: What is Marginal cost?
Correct Answer: The additional cost of each unit of product, it ignores non-price competition, Marginal revenue is less than average revenue.
Your Answer: The additional cost of each unit of product, Marginal revenue is less than average revenue. It is useful for new products.

True/False
Question: In negotiated contracts, the bid selected by buyer is not necessarily the lowest
Correct Answer: True
Your Answer: True

Multiple Choice Single Answer
Question: In which phase of production era, the producer and consumer are the same?
Correct Answer: Subsistence
Your Answer: Subsistence

Multiple Choice Single Answer
Question: Consumerism emerged in which era of Marketing?
Correct Answer: Sales
Your Answer: Marketing

True/False
Question: Companies apply a variety of price adjustment strategies to account for differences in customer segments and situations.
Correct Answer: True
Your Answer: True

Select The Blank
Question: ________ of physical distribution activities increases its productivity as well as that of the manufacturer.
Correct Answer: Automation
Your Answer: Automation
Question  Competition tends to focus on _______ as a product moves through its life.

Correct Answer  Price
Your Answer    Sales volume

Multiple Choice Single Answer
Question  Marketing arises from ?
Correct Answer  Exchange
Your Answer    Self production

True/False  After sales service is provided in a customer orinted firm
Correct Answer  True
Your Answer    True

Select The Blank
Question  ______ distribution is used when a small percentage of customers account for a large part of sale.
Correct Answer  Selective
Your Answer    Exclusive

True/False  Changes in company structure also necessitates changes in the systems in various degrees
Correct Answer  True
Your Answer    True

Multiple Choice Multiple Answer
Question  A transaction takes place when
Correct Answer  There is time and place of agreement , Two things of value , Agreed
upon conditions
There is time and place of agreement, Two things of value, Agreed upon conditions

True/False
Question Consumer behaviour is more challenging across international border.
Correct Answer True
Your Answer False

Multiple Choice Multiple Answer
Question Types of product classification
Correct Answer Consumables, Durables, Services
Your Answer Consumables, Durables, Services

True/False
Question Services can be stored in inventory.
Correct Answer False
Your Answer False

Select The Blank
Question A change in quantity demanded of a product is caused by a change in its
Correct Answer Price
Your Answer Demand

Multiple Choice Single Answer
Question This distribution is necessary for most convenience goods.
Correct Answer Intensive
Your Answer Integral

True/False
Question Change in company structure from divisional to matrix also mean changes in the systems in various degrees
Correct Answer True
Your Answer True
Multiple Choice Multiple Answer
Question Total cost concept includes
Correct Answer Damaged goods, Inventory obsolescence, Transportation
Your Answer Damaged goods, Customer satisfaction, Transportation

Multiple Choice Multiple Answer
Question Money is invested by way of
Correct Answer Debt, Equity
Your Answer Debt, Equity, Return

Multiple Choice Single Answer
Question It is the most influential primary reference group shaping a buyer's behaviour
Correct Answer Family
Your Answer Family

Select The Blank
Question _______ directs the flow of goods and services from the producer to the ultimate consumer
Correct Answer Marketing
Your Answer Marketing

Multiple Choice Single Answer
Question These are moves that will pay off irrespective of what happens in the future
Correct Answer No-regret moves
Your Answer No-regret moves

Select The Blank
Question ________ allowance is used to communicate about the values of the product and special event
Correct Answer Promotion
Your Answer Promotion

Multiple Choice Multiple Answer
Question: How does 'structure' reduce external uncertainty arising out of human behaviour
Correct Answer: Research and planning, Forecasting
Your Answer: Forecasting, Division of labour, Departmentalisation

Select The Blank
Question: Major reason for success for new product is ________ product.
Correct Answer: Superior
Your Answer: Correctly positioned

Multiple Choice Single Answer
Question: Higher the perceived quality of the product, higher will be the perceived price.
Such products are called:
Correct Answer: Prestige
Your Answer: Prestige

Multiple Choice Single Answer
Question: The most common criteria for classifying products is based on
Correct Answer: Buyer behaviour
Your Answer: Target market

Multiple Choice Multiple Answer
Question: Drawbacks of Survey of Buyer's intention method are
Correct Answer: Exposure, Not accurate, Time consuming
Your Answer: Exposure, Not accurate, Time consuming

Multiple Choice Single Answer
Question: This method is more accurate for short term forecasts
Correct Answer: Simple Trend Analysis
Your Answer: Simple Trend Analysis

Multiple Choice Single Answer
Question: A diet conscious person after playing football is thirsty. He opts for:
Correct Answer: Diet coke
Your Answer: Diet coke

Multiple Choice Multiple Answer
Question Marketing channels for consumer products is longer because
Correct Answer Number of consumers are more, Consumers buy smaller quantities,

Buying patterns of consumers is easy to detect.
Your Answer Number of consumers are more, Consumers buy smaller quantities

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

True/False
Question A channel's length is also called as horizontal dimension.
Correct Answer False
Your Answer False

Multiple Choice Single Answer
Question It concentrates on organisation design and work flow
Correct Answer Flotilla
Your Answer Statistical quality control

Select The Blank
Question _______ measures actual sales and not intentions to buy
Correct Answer Market tests
Your Answer Market tests

Multiple Choice Single Answer
Question This strategic posture invests sufficiently to stay in the race but avoids
pre-mature commitments
Correct Answer Reserve the right to play
Your Answer Reserve the right to play

Multiple Choice Single Answer
Question As a person acquires additional units of a product, the amount of
satisfaction (each unit adds to total satisfaction), is less than the previous unit. This is called
Correct Answer Law of diminishing marginal utility
Your Answer Law of diminishing marginal utility
Multiple Choice Single Answer
Question New product forms and brands enter in which stage of product life cycle?
Correct Answer Growth
Your Answer Introductory

Select The Blank
Question ________ leads to generalisation where similar stimulus generate the same kind of response
Correct Answer Reinforcement
Your Answer Cues

True/False
Question Marketer should keep company's mission and marketing objectives in mind while making pricing decisions.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Socio-cultural environment consists of
Correct Answer Social class, Culture
Your Answer Technology, Social class, Culture

Multiple Choice Multiple Answer
Question Commercial sources have following sources
Correct Answer Advertising, Packaging, Sales persons
Your Answer Advertising, Packaging, Mass media

True/False
Question After sales service is provided in a customer oriented firm
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Product should be considered from the point of view of
Correct Answer Customer
Your Answer: Customer

Multiple Choice Multiple Answer
Question: Types of Organisational Market
Correct Answer: Reseller market, Industrial market, Government market
Your Answer: Reseller market, Industrial market, Government market

Multiple Choice Multiple Answer
Question: Research design is classified as:
Correct Answer: Function, Methodology
Your Answer: Function, Methodology, Predictive, Experimental

Multiple Choice Single Answer
Question: A diet conscious person after playing football is thirsty. He opts for:
Correct Answer: Diet coke
Your Answer: Diet coke

True/False
Question: "Idea screening" stage reduces the number of ideas based on company's criteria.
Correct Answer: True
Your Answer: True

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

True/False
Question: A channel's length is also called as horizontal dimension.
Correct Answer: False
Your Answer: False

Multiple Choice Single Answer
Question: It concentrates on organisation design and work flow
Correct Answer: Flotilla
Your Answer: Statistical quality control

Select The Blank
Question: ______ distribution is used when a small percentage of customers account for a large part of sale.
Correct Answer: Selective
Your Answer: Selective

Multiple Choice Multiple Answer
Question: The reseller's assortment influences it's
Correct Answer: Marketing mix, Customer mix, Supplier mix
Your Answer: Marketing mix, Customer mix, Buyer mix

Select The Blank
Question: Specific _______ emerge from broad strategies
Correct Answer: Tactics
Your Answer: Objectives

Multiple Choice Single Answer
Question: What is Market development?
Correct Answer: Existing product-New market
Your Answer: New product-New market

Multiple Choice Multiple Answer
Question: Income, occupation, education, age, marital status are factors of which type of segmentation?
Correct Answer: Geographic, Demographic
Your Answer: Demographic

Select The Blank
Question: There are more number of substitutes for _______ products.
Correct Answer: Multi use
Your Answer: Multi use

Multiple Choice Multiple Answer
Question: These are the characteristics of services
Correct Answer: Sold on basis of benefits, Quality control is tough
Your Answer: Sold on basis of benefits, Quality control is tough
Multiple Choice Multiple Answer
Question Planning of long term strategies are based on following factors:
Correct Answer Opportunity, Objectives, Strategies, Situation assessment, Organisation
mission, Resources
Your Answer Strengths, Objectives, Strategies, Situation assessment, Organisation mission,

Resources

Select The Blank
Question Competition tends to focus on ________ as a product moves through its life.
Correct Answer Price
Your Answer Quality

Select The Blank
Question The onus of advertising, pricing and sales promotion policies is put on ________
distribution.
Correct Answer Exclusive
Your Answer Integral

Select The Blank
Question ________ is a strong internal stimulus impelling action
Correct Answer Drive
Your Answer Drive

True/False
Question Market forecasts are available from sources like government
Correct Answer False
Your Answer True

Multiple Choice Multiple Answer
Question Physical distribution management includes
Correct Answer Manufacturer, Middlemen, Warehouse operators
True/False
Question Consumer behaviour is more challenging across international border.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Manufacturers offering variety of price promotions to their middlemen is called
Correct Answer Trade promotion
Your Answer Trade-in allowance

Select The Blank
Question Total cost is the sum of ________ + Variable cost.
Correct Answer Fixed cost
Your Answer Fixed cost

Multiple Choice Multiple Answer
Question Money is invested by way of
Correct Answer Debt , Equity
Your Answer Risk , Equity

Select The Blank
Question ________ describes a person's favourable or unfavourable action tendencies towards object
Correct Answer Attitudes
Your Answer Attitudes

Multiple Choice Single Answer
Question Consumerism emerged in which era of Marketing?
Correct Answer Sales
Your Answer Sales

Match The Following
Question Correct Answer Your Answer
Wide market coverage is achieved. Intensive distribution. Intensive distribution.

Helps in the process of matching demand and supply. Marketing channel

No intermediaries between producer and consumer. Direct channel

Combining two or more levels of a channel under one participant's control.

Vertical integration

Vertical integration

True/False
   Question Logistics is an area of potentially high cost saving and improves customer satisfaction.
   Correct Answer True
   Your Answer True

Multiple Choice Single Answer
   Question Decline in buying power due to price levels rising more rapidly than income is called
   Correct Answer Inflation
   Your Answer Inflation

True/False
   Question In pure competition many sellers and buyers are there and have major effect on demand and supply of the product's market price
   Correct Answer False
   Your Answer True

Select The Blank
   Question _______ measures actual sales and not intentions to buy
   Correct Answer Market tests
   Your Answer Market tests
Multiple Choice Single Answer
Question  This strategic posture invests sufficiently to stay in the race but avoids pre-mature commitments
Correct Answer  Reserve the right to play
Your Answer  Reserve the right to play

Multiple Choice Single Answer
Question  As a person acquires additional units of a product, the amount of satisfaction (each unit adds to total satisfaction), is less than the previous unit. This is called
Correct Answer  Law of diminishing marginal utility
Your Answer  Law of diminishing marginal utility

Multiple Choice Single Answer
Question  New product forms and brands enter in which stage of product life cycle?
Correct Answer  Growth
Your Answer  Introductory

Select The Blank
Question  ________ leads to generalisation where similar stimulus generate the same kind of response
Correct Answer  Reinforcement
Your Answer  Cues

True/False
Question  Marketer should keep company's mission and marketing objectives in mind while making pricing decisions.
Correct Answer  True
Your Answer  True

Multiple Choice Multiple Answer
Question  Socio-cultural environment consists of
Correct Answer  Social class, Culture
Your Answer  Technology, Social class, Culture
Multiple Choice Multiple Answer
Question Commercial sources have following sources
Correct Answer Advertising , Packaging , Sales persons
Your Answer Advertising , Packaging , Mass media

True/False
Question After sales service is provided in a customer oriented firm
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Product should be considered from the point of view of
Correct Answer Customer
Your Answer Customer

Multiple Choice Multiple Answer
Question Types of Organisational Market
Correct Answer Reseller market , Industrial market , Government market
Your Answer Reseller market , Industrial market , Government market

Multiple Choice Multiple Answer
Question Research design is classified as :
Correct Answer Function , Methodology
Your Answer Function , Methodology , Predictive , Experimental

Multiple Choice Single Answer
Question A diet conscious person after playing football is thirsty. He opts for :
Correct Answer Diet coke
Your Answer Diet coke

True/False
Question "Idea screening" stage reduces the number of ideas based on company's criteria.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Categories of adopters are
Correct Answer: Innovators, Early adopters, Laggards
Your Answer: Innovators, Early adopters, Late adopters, Laggards

True/False
Question: Secondary data is cheaper and faster to collect than primary data
Correct Answer: True
Your Answer: True

Multiple Choice Single Answer
Question: This method enables the forecaster to take into consideration seasonal fluctuations and long term fluctuations
Correct Answer: Time Series Analysis
Your Answer: Time Series Analysis

Select The Blank
Question: Wholesalers and retailers help manufacturer in carrying ______ flow to final buyers.
Correct Answer: Title
Your Answer: Title

True/False
Question: "Promotion" is considered in conjunction with "Convenience".
Correct Answer: False
Your Answer: True

Multiple Choice Single Answer
Question: To serve a market segment profitably means
Correct Answer: Sales revenue generated is more than cost of marketing effort
Your Answer: Sales revenue generated is more than cost of marketing effort

Multiple Choice Multiple Answer
Question: Uses of Market research are:
Correct Answer: Advertising effectiveness, Sales forecasting, Identifying market trends
Your Answer Advertising effectiveness, Sales forecasting, Identifying market trends, MIS

Match The Following
Question Correct Answer Your Answer

Motivational research It analyses consumer motives It is used to forecast future values such as sales revenue etc

Historical research Uses past experiences to find solutions

Survey research Obtains data from respondents in person

Experimental research One factor is constant and holding other factors Tests hypothesis about the relationship between dependent variables

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

True/False
Question A channel's length is also called as horizontal dimension.
Correct Answer False
Your Answer False

Multiple Choice Single Answer
Question It concentrates on organisation design and work flow
Correct Answer Flotilla
Your Answer Statistical quality control

Select The Blank
Question ________ measures actual sales and not intentions to buy
Correct Answer   Market tests
Your Answer   Market tests

Multiple Choice Single Answer
Question   This strategic posture invests sufficiently to stay in the race but avoids
pre-mature commitments
Correct Answer   Reserve the right to play
Your Answer   Reserve the right to play

Multiple Choice Single Answer
Question   As a person acquires additional units of a product, the amount of
total satisfaction), is less than the previous unit. This is called
Correct Answer   Law of diminishing marginal utility
Your Answer   Law of diminishing marginal utility

Multiple Choice Single Answer
Question   New product forms and brands enter in which stage of product life cycle?
Correct Answer   Growth
Your Answer   Introductory

Select The Blank
Question   ________ leads to generalisation where similar stimulus generate the same
kind of response
Correct Answer   Reinforcement
Your Answer   Cues

True/False
Question   Marketer should keep company's mission and marketing objectives in
mind while
making pricing decisions.
Correct Answer   True
Your Answer   True

Multiple Choice Multiple Answer
Question  Socio-cultural environment consists of
Correct Answer  Social class , Culture
Your Answer  Technology , Social class , Culture

Multiple Choice Multiple Answer
Question  Commercial sources have following sources
Correct Answer  Advertising , Packaging , Sales persons
Your Answer  Advertising , Packaging , Mass media

True/False
Question  After sales service is provided in a customer oriented firm
Correct Answer  True
Your Answer  True

Multiple Choice Single Answer
Question  Product should be considered from the point of view of
Correct Answer  Customer
Your Answer  Customer

Multiple Choice Multiple Answer
Question  Types of Organisational Market
Correct Answer  Reseller market , Industrial market , Government market
Your Answer  Reseller market , Industrial market , Government market

Multiple Choice Multiple Answer
Question  Research design is classified as :
Correct Answer  Function , Methodology
Your Answer  Function , Methodology , Predictive , Experimental

Multiple Choice Single Answer
Question  A diet conscious person after playing football is thirsty. He opts for :-
Correct Answer  Diet coke
Your Answer  Diet coke

True/False
Question  "Idea screening" stage reduces the number of ideas based on company's criteria.
Correct Answer  True
Your Answer  True
LIST OF ATTEMPTED QUESTIONS AND ANSWERS

True/False
Question In negotiated contracts, the bid selected by buyer is not necessarily the lowest
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Trade promotions include
Correct Answer Push money allowance, Promotional allowance
Your Answer Push money allowance, Cash rebates, Promotional allowance, Damaged goods allowance

True/False
Question Change in company's strategy gives rise to problems necessitating a new structure to be made
Correct Answer True
Your Answer False

Multiple Choice Multiple Answer
Question What is break down approach
Correct Answer Sales potential varies with country's general level of economic activity
Market and sales potential is based on economic forecast, Number of units that a buyer buys is multiplied by the total number of potential buyers in that territory to arrive at total sales
Your Answer Sales potential varies with country’s general level of economic activity, Market
and sales potential is based on economic forecast, Number of units that a buyer buys is multiplied by the total number of potential buyers in that territory to arrive at total sales
True/False
Question Consumer behaviour is easy to understand in familiar country like India for Indians.
Correct Answer False
Your Answer True

Select The Blank
Question Buyer's response in _______ method may not be applicable in other markets
Correct Answer Market tests
Your Answer Market tests

True/False
Question The demand for a specific brand within a product category is called selective demand.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Deciding on the number of intermediaries to be employed by a producer is called:
Correct Answer Intensity distribution
Your Answer Integral distribution

Match The Following
Question Correct Answer Your Answer
Ballast business Fit well but low opportunities Fit well but low opportunities
Gap analysis Difference between desired and projected performance Some fit and some misfit
Corporate parenting  Managing SBU's by a corporate managing SBU's by a corporate

Heartland business  Give the highest priority  Give the highest priority

Multiple Choice Multiple Answer
Question  These products move through short channels:
Correct Answer  Eggs, Bread, Clothing, Cement
Your Answer  Clothing, Maruti 800 Car

Multiple Choice Single Answer
Question  What is Exclusive Assortment?
Correct Answer  Carrying the line of only one manufacturer
Your Answer  Carrying many unrelated product lines

Select The Blank
Question  Product means the ________ and services the company offers the target market.
Correct Answer  Goods
Your Answer  Value

Select The Blank
Question  Firm's that lack promotional skills rely on ________ for promotional push.
Correct Answer  Middlemen
Your Answer  Advertising agents

Multiple Choice Single Answer
Question  Government units that purchase or rent goods for carrying out main functions of government is called
Correct Answer  Government Market
Your Answer  Reseller Market

Select The Blank
Question  Low value but bulky products move through ________ channels.
Correct Answer  Short
Your Answer  Direct
True/False
Question Consumer needs are matched with the company capabilities and goals in marketing process.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Major role of promotion is to :
Correct Answer Inform, Remind, Persuade
Your Answer Remind, Persuade, Inform

Multiple Choice Multiple Answer
Question Factors affecting demand of a product?
Correct Answer Population, Increase in buying power
Your Answer Decrease in buying power, Buyer preferences

Select The Blank
Question ______ can price it's product without any regard to competitor.
Correct Answer Pure monopolist
Your Answer Monopolist

Select The Blank
Question ______ are difficult to change
Correct Answer Attitudes
Your Answer Habits

Select The Blank
Question ______ exists when a few large independent firm accounts for bulk of an industry's sales.
Correct Answer Oligopoly
Your Answer Pure oligopoly

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer Form
Select The Blank

Question Optimum marketing mix is obtained using analysis, ________, implementation and control.

Correct Answer Planning
Your Answer Planning

Multiple Choice Multiple Answer

Question Socio-cultural environment consists of

Correct Answer Social class , Culture
Your Answer Social class , Culture

True/False

Question The super structure indicates ways in which company's tasks are integrated or coordinated

Correct Answer True
Your Answer True

Multiple Choice Single Answer

Question It sets a sales performance standard against which actual sales results can be compared with potential sales

Correct Answer Sales forecast
Your Answer Sales forecast

Multiple Choice Single Answer

Question It is a paid form of non personal communication.

Correct Answer Advertising
Your Answer Advertising

Multiple Choice Multiple Answer

Question What are the stages in new product development ?

Correct Answer Idea screening , Market testing , Commercialisation
Your Answer Idea screening , Market testing , Commercialisation
Select The Blank
Question ________ is a descriptive thought that a person holds about something
Correct Answer Belief
Your Answer Belief

Match The Following
Question Correct Answer Your Answer
Product related consumer characteristics Brand loyalty, Type of usage Brand loyalty, Type
of usage
Demographic Age, Sex Age, Sex
Psychographic Social class, Lifestyle Social class, Buying power
Geographic variables City, Region City, Region

True/False
Question A company's pricing objectives are influenced by time and circumstances
Correct Answer True
Your Answer True

Select The Blank
Question Major reason for success for new product is ________ product.
Correct Answer Superior
Your Answer Superior

Multiple Choice Single Answer
Question The company earns an acceptable rate of return on their net sales. This
profitability objective is called:
Correct Answer Target return
Your Answer Profit maximisation

Multiple Choice Single Answer
Question  It helps an organisation to cope with future by setting objectives and making strategies to achieve them
Correct Answer  Planning
Your Answer  Planning

Multiple Choice Multiple Answer
Question  These are the characteristics of services
Correct Answer  Sold on basis of benefits, Quality control is tough
Your Answer  Sold on basis of benefits, Quality control is tough

Multiple Choice Single Answer
Question  Feedback is fastest in which of the following channels:
Correct Answer  Personal selling
Your Answer  Personal selling

True/False
Question  Each product and brand has a status symbol potential
Correct Answer  True
Your Answer  True

Multiple Choice Multiple Answer
Question  The areas which become active after promotion budgets have been set and funds are allocated to promotion mix elements.
Correct Answer  Sales management, Advertising
Your Answer  Sales management, Advertising

True/False
Question  Diversification strategy involves diversifying away from their original core businesses
Correct Answer  True
Your Answer  False

Multiple Choice Single Answer
Question  What is diversification?
Correct Answer: New product-New market  
Your Answer: New product-Existing market

Multiple Choice Multiple Answer
Question: After the new product has passed the conceptual stages it becomes more concrete in which stages?
Correct Answer: Test marketing, Commercialisation, Product development
Your Answer: Test marketing, Commercialisation, Product development, Marketing strategy

devlopment

Multiple Choice Multiple Answer
Question: Total cost concept includes
Correct Answer: Damaged goods, Inventory obsolescence, Transportation
Your Answer: Damaged goods, Inventory obsolescence, Transportation

Multiple Choice Single Answer
Question: These are the elements of a plan that specify how objectives are to be achieved
Correct Answer: Strategies
Your Answer: Strategies

Multiple Choice Single Answer
Question: Members of this class neither possess family status nor unusual wealth but their primary concern is career
Correct Answer: Upper-Middle
Your Answer: Upper-Middle

Multiple Choice Single Answer
Question: It refers to the effect price changes have on quantity demanded of a product and the firm's sales revenue.
Correct Answer: Demand elasticity
Your Answer: Demand elasticity
Select The Blank
Question Demographic, cultural, political, natural etc combine to form ________  

environment.
Correct Answer Macro  
Your Answer Macro

True/False  
Question "The customer is always right" is the spirit of marketing concept.  
Correct Answer True  
Your Answer True

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Multiple Choice Single Answer  
Question Production creates which type of utility  
Correct Answer Form  
Your Answer Form

Multiple Choice Single Answer  
Question A diet conscious person after playing football is thirsty. He opts for :-  
Correct Answer Diet coke  
Your Answer Pepsi

Multiple Choice Single Answer  
Question The greatest amount of satisfaction comes from which utility  
Correct Answer Possession  
Your Answer Possession

Multiple Choice Single Answer  
Question Who provides time and place utility?  
Correct Answer Intermediary  
Your Answer Supplier

Multiple Choice Single Answer  
Question In which phase of production era, the producer and consumer are the same?  
Correct Answer Subsistence  
Your Answer Subsistence
Multiple Choice Single Answer
Question Consumerism emerged in which era of Marketing?
Correct Answer Sales
Your Answer Sales

Multiple Choice Single Answer
Question Marketer tries to seek what kind of response from the other party?
Correct Answer Behavioural
Your Answer Behavioural

Multiple Choice Single Answer
Question Marketing arises from ?
Correct Answer Exchange
Your Answer Exchange

Select The Blank
Question _______ concept increases the efficiency of economic system
Correct Answer Marketing
Your Answer Marketing

Select The Blank
Question The factor of satisfaction and _______ motives are consistent in society
Correct Answer Profit
Your Answer Exchange

True/False
Question Marketing concept provides a balance to the exchange process within the social system
Correct Answer True
Your Answer False

True/False
Question "The customer is always right" is the spirit of marketing concept.
Correct Answer True
Your Answer True
Multiple Choice Multiple Answer
Question: Types of product classification
Correct Answer: Consumables, Durables, Services
Your Answer: Consumables, Durables, Services

Select The Blank
Question: Customers are brand, style and type conscious when buying ________ products.
Correct Answer: Special
Your Answer: Special

Multiple Choice Multiple Answer
Question: What are the stages in new product development?
Correct Answer: Idea screening, Market testing, Commercialisation
Your Answer: Idea screening, Market testing, Commercialisation

Multiple Choice Multiple Answer
Question: Shorter distribution channel results in
Correct Answer: Reduced costs, Limited market coverage
Your Answer: Reduced costs, Limited market coverage

True/False
Question: Indirect channels for industrial products are longer than consumer product channels.
Correct Answer: False
Your Answer: False

True/False
Question: Firms that lack promotional capabilities rely on middlemen.
Correct Answer: True
Your Answer: True

Multiple Choice Single Answer
Question: Lead time for a product is 10 days and usage rate is 6 units/day. Reorder point will be …
Correct Answer: 60 units
Your Answer 60 units

Multiple Choice Single Answer
Question Source credibility is:
Correct Answer Receiver's perception regarding belief on sender.
Your Answer Receiver's perception regarding belief on sender.

Multiple Choice Single Answer
Question Major components of marketing mix are:
Correct Answer Product
Your Answer Product

True/False
Question Sales contests, consumer contests are examples of public relations.
Correct Answer False
Your Answer False

Multiple Choice Single Answer
Question As a person acquires additional units of a product, the amount of satisfaction (each unit adds to total satisfaction), is less than the previous unit. This is called
Correct Answer Law of diminishing marginal utility
Your Answer Law of diminishing marginal utility

Multiple Choice Multiple Answer
Question What are variable costs?
Correct Answer Material, Labour
Your Answer Labour, Material

Select The Blank
Question The demand for a product is ________ when price cut causes revenue to increase.
Correct Answer Price elastic
Your Answer Price elastic

Select The Blank
Question In ________ pricing buyers pay different prices under the same conditions, in the same quantities and at the same time
Correct Answer Variable
Your Answer Variable

Match The Following
Question Correct Answer Your Answer

Trade discount Reduction in list price to channel members
Correct Answer Reduction in list price to channel members
Your Answer Reduction in list price to channel members

Cumulative quantity discount Discount percentage increases as the quantity purchased increases
Correct Answer Discount percentage increases as the quantity purchased increases
Your Answer Discount percentage increases as the quantity purchased increases

Non-cumulative quantity discount Applies to a single order
Correct Answer Applies to a single order
Your Answer Applies to a single order

Cash discount Given for paying promptly
Correct Answer Given for paying promptly
Your Answer Given for paying promptly

Multiple Choice Multiple Answer
Question The micro-environment consists of following components:
Correct Answer Marketing intermediaries, Customers, Competitors
Your Answer Marketing intermediaries, Customers, Competitors

Multiple Choice Single Answer
Question It appraises the organisation's capacity to respond to these opportunities and threats
Correct Answer Organisational assessment
Your Answer Organisational assessment

Multiple Choice Multiple Answer
Question Planning of long term strategies are based on following factors:
Correct Answer | Objectives, Strategies, Situation assessment, Organisation mission,

Resources, Opportunity
Your Answer | Opportunity, Objectives, Strategies, Situation assessment, Organisation mission,

Resources

Match The Following
Question | Correct Answer | Your Answer

Objectives | What is to be accomplished | What is to be accomplished
Strategies | How to achieve objectives | How to achieve objectives
Policies | Constraints that limits the alternatives available | Constraints that limits the alternatives available

Strategic organisational planning | Top Management | Top Management

Multiple Choice Single Answer
Question | What is Recurrent data?
Correct Answer | Routinely collected data
Your Answer | Routinely collected data

Multiple Choice Multiple Answer
Question | The external sources of Primary data are:
Correct Answer | Retailer, Wholesaler, Libraries
Your Answer | Retailer, Wholesaler

True/False
Question | MIS provides marketers with the right amount and type of information in a timely fashion.
Correct Answer | True
Your Answer | True
True/False
Question Internal records such as sales reports, cost and accounting information are expensive to obtain.
Correct Answer False
Your Answer False

Multiple Choice Multiple Answer
Question Beliefs are based on
Correct Answer Knowledge, Opinion, Faith
Your Answer Knowledge, Opinion, Faith

Multiple Choice Single Answer
Question In this market, organisation acquires goods for the purpose of renting to others at profit
Correct Answer Reseller Market
Your Answer Reseller Market

Multiple Choice Single Answer
Question What is Exclusive Assortment?
Correct Answer Carrying the line of only one manufacturer
Your Answer Carrying the line of only one manufacturer

Select The Blank
Question Few large buyers do maximum purchasing in _________
Correct Answer Industrial market
Your Answer Industrial market

Multiple Choice Multiple Answer
Question Characteristics for effective market segmentation are:
Correct Answer Actionable, Measurable, Accessible
Your Answer Actionable, Measurable, Accessible

Select The Blank
Question Market _________ is more prevalent than Mass marketing
Correct Answer Segmentation
Your Answer Segmentation
True/False
Question Marketing and production costs are high in multi-segment strategy
Correct Answer True
Your Answer True

Select The Blank
Question Product, price, place and promotion are the 4p's of _______ mix
Correct Answer Marketing
Your Answer Marketing

Multiple Choice Multiple Answer
Question An unhealthy portfolio has
Correct Answer More dogs, Few stars
Your Answer More dogs, Few stars

Select The Blank
Question The benefits of a change in process are defined in terms of _______ cost
Correct Answer Labour
Your Answer Infrastructure

True/False
Question Change in company structure from divisional to matrix also mean changes in the
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Manufacturers offering variety of price promotions to their middlemen is called
Correct Answer Trade promotion
Your Answer Trade promotion

2nd Copy

a
LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Select The Blank
Question Few large buyers do maximum purchasing in ________.  
Correct Answer Industrial market  
Your Answer Industrial market

True/False
Question A company's pricing objectives are influenced by time and circumstances  
Correct Answer True  
Your Answer True

Select The Blank
Question ________ concept increases the efficiency of economic system  
Correct Answer Marketing  
Your Answer Selling

Multiple Choice Multiple Answer
Question Key concepts of systems view of management includes  
Correct Answer Optimisation concept, Total cost concept, Cost trade-off concept  
Your Answer Optimisation concept, Total cost concept, Inventory carrying cost concept

Multiple Choice Multiple Answer
Question What are fixed costs?  
Correct Answer Office rent, Insurance, Generator back up  
Your Answer Office rent, Insurance

Multiple Choice Single Answer
Question This distribution is necessary for most convenience goods.  
Correct Answer Intensive  
Your Answer Intensive

Multiple Choice Single Answer
Question It is the process of buying out the product developed by someone else  
Correct Answer Acquisition  
Your Answer Commercialisation
True/False
Question  Distribution costs are low when intermediaries are used in the channel.
Correct Answer  True
Your Answer  False

Multiple Choice Single Answer
Question  Quantity discrepancy for a convenience product in a marketing channel is adjusted by :
Correct Answer  Retailer
Your Answer  Retailer

Multiple Choice Single Answer
Question  What involves review of projected sales, costs and profits.
Correct Answer  Business analysis
Your Answer  Business analysis

Select The Blank
Question  ________cost accounting measures the cost of producing and ignores the cost of non-producing
Correct Answer  Traditional
Your Answer  Traditional

Select The Blank
Question  The benefits of a change in process are defined in terms of ________ cost savings
Correct Answer  Labour
Your Answer  Labour

Multiple Choice Multiple Answer
Question  The tangible inputs in a business are
Correct Answer  Capital, Machine, Time
Your Answer  Technology, Machine

Multiple Choice Multiple Answer
Question  What are psychogenetic needs
Correct Answer  Belonging, Recognition
Your Answer Belonging, Recognition

Match The Following
Question Correct Answer Your Answer
Customer is the focal point in Marketing Selling
Tangible sources Capital, machines, raw material Capital, machines, raw material
Intangible sources Information, time and technology Information, time and technology
Consumer to producer Backward communication Backward communication

True/False
Question Buyers are geographically concentrated in the consumer market.
Correct Answer False
Your Answer False

Multiple Choice Single Answer
Question The greatest amount of satisfaction comes from which utility
Correct Answer Possession
Your Answer Possession

Select The Blank
Question ________ is a modern plant consisting of modules centered around a stage in
the production process
Correct Answer Flotilla concept
Your Answer Flotilla concept

Multiple Choice Single Answer
Question Source credibility is :
Correct Answer Receiver's perception regarding belief on sender.
Your Answer Receiver's perception regarding belief on sender.

True/False
Question  Marketing concept has application only in profit oriented businesses.
Correct Answer  False
Your Answer  False

Multiple Choice Single Answer
Question  Who provides time and place utility?
Correct Answer  Intermediary
Your Answer  Supplier

Multiple Choice Multiple Answer
Question  Socio-cultural environment consists of
Correct Answer  Social class, Culture
Your Answer  Social class, Culture

Multiple Choice Single Answer
Question  Consumerism emerged in which era of Marketing?
Correct Answer  Sales
Your Answer  Production

Multiple Choice Single Answer
Question  Production creates which type of utility
Correct Answer  Form
Your Answer  Possession

Multiple Choice Multiple Answer
Question  When is demand price elastic?
Correct Answer  Price cut causes revenue to increase, Price rise causes revenue to decrease
Your Answer  Price cut causes revenue to increase

True/False
Question  Changes in consumer's buying patterns affects channel's horizontal and vertical dimensions.
Correct Answer  True
Your Answer  True
True/False
Question Diversification strategy involves diversifying away from their original core businesses
Correct Answer True
Your Answer False

Multiple Choice Single Answer
Question The tool that a sender uses to reach to the receiver is called:
Correct Answer Message
Your Answer Message

Multiple Choice Single Answer
Question In which phase of production era, the producer and consumer are the same?
Correct Answer Subsistence
Your Answer Subsistence

True/False
Question Experimental research involves obtaining data from respondents in person, mail or by phone
Correct Answer False
Your Answer False

True/False
Question Marketing and production costs are high in multi-segment strategy
Correct Answer True
Your Answer True

Select The Blank
Question ________ is a broad plan of action for using an organisation's resources to accomplish a objective
Correct Answer Strategy
Your Answer Strategy

Multiple Choice Multiple Answer
Question Drawbacks of Survey of Buyer's intention method are
Correct Answer Exposure , Not accurate , Time consuming
Your Answer Not accurate , Time consuming , Sales may be inflated or deflated by sales team

Select The Blank
Question Product means the ________ and services the company offers the target market.
Correct Answer Goods
Your Answer Goods

True/False
Question A drive is a need that sufficiently presses a person to act
Correct Answer True
Your Answer True

Select The Blank
Question ________ distribution is used when a small percentage of customers account for a large part of sale.
Correct Answer Selective
Your Answer Intensive

Multiple Choice Multiple Answer
Question Market segmentation can be done on the basis of following factors
Correct Answer Psychographic , Demographic , Geographic
Your Answer Psychographic , Demographic , Geographic

Multiple Choice Single Answer
Question It is an approach to cost reduction in which components are studied to determine if they can be made by cheaper methods of production
Correct Answer Product Value Analysis
Your Answer Product Value Analysis

True/False
Question The life cycle of product category is the shortest.
Correct Answer False
Your Answer False

Select The Blank
Question ______ research involves using past experiences to find solutions to marketing problems
Correct Answer Historical
Your Answer Historical

Multiple Choice Single Answer
Question An example of Want is:
Correct Answer Continental food
Your Answer Safety

Multiple Choice Single Answer
Question It is the process of selecting people for company positions and developing skills and abilities for assignments in the company
Correct Answer Staffing
Your Answer Staffing

Select The Blank
Question Japan's major productivity gains are the results of social changes brought about by ______
Correct Answer Statistical quality control
Your Answer Michael Porter's model for Industry Analysis

Multiple Choice Multiple Answer
Question Target marketing involves
Correct Answer Market targeting, Market segmentation
Your Answer Market targeting, Market segmentation, Market positioning

Match The Following
Question Correct Answer Your Answer
Product related consumer characteristics  
Brand loyalty, Type of usage  
Type of usage
Demographic Age, Sex  
Age, Sex
Psychographic Social class, Lifestyle  
Social class, Lifestyle
Geographic variables City, Region  
City, Region

Multiple Choice Multiple Answer
Question The micro-environment consists of following components:
Correct Answer Marketing intermediaries, Customers, Competitors
Your Answer Marketing intermediaries, Customers, Competitors

Multiple Choice Single Answer
Question Which is the shortest marketing channel for an industrial product?
Correct Answer Producer ---> Industrial user
Your Answer Producer ---> Consumer

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Match The Following
Question Correct Answer Your Answer
Deep Assortment Carrying a product family in depth, drawing on many producer's output
Carrying the line of only one manufacturer

Exclusive Assortment Carrying the line of only one manufacturer Carrying several product lines that fall within the resellers type of business
Open bid Contract awarded to lowest bidder Direct negotiation with one or more companies covering project and terms

Negotiated Contract Direct negotiation with one or more companies covering project and terms Contract awarded to lowest bidder

Multiple Choice Multiple Answer
Question Types of Organisational Market
Correct Answer Reseller market, Industrial market, Government market
Your Answer Industrial market, Consumer market

True/False
Question The super structure indicates ways in which company's tasks are integrated or coordinated
Correct Answer True
Your Answer True

True/False
Question A channel's length is also called as horizontal dimension.
Correct Answer False
Your Answer False

Multiple Choice Single Answer
Question An example of Want is:
Correct Answer Continental food
Your Answer Continental food

True/False
Question Product, place and promotion elements in the marketing mix are viewed as cost factors.
Correct Answer True
Your Answer False
Select The Blank
Question The demand for a product is _______ when price cut causes revenue to increase.
Correct Answer Price elastic
Your Answer Price elastic

Select The Blank
Question _______ eliminates the risk of losing customer's goodwill
Correct Answer One price policy
Your Answer One price policy

Select The Blank
Question There are more number of substitutes for _______ products.
Correct Answer Multi use
Your Answer Multi use

True/False
Question Storage helps firms balance supply and demand.
Correct Answer True
Your Answer True

Select The Blank
Question _______ are difficult to change
Correct Answer Attitudes
Your Answer Habits

Select The Blank
Question Market _______ is more prevalent than Mass marketing
Correct Answer Segmentation
Your Answer Segmentation

Multiple Choice Single Answer
Question The price of a product is determined by estimating the cost of producing and marketing and then add a percentage of profits. This orientation is called:
Correct Answer Cost
Multiple Choice Single Answer
Question What is product concept?
Correct Answer Detailed version of idea stated in consumer terms
Your Answer Consumer's perception of an actual product

Match The Following
Question Correct Answer Your Answer
This refers to the number of product items within each product line. Product depth
       Product
height

This includes all product item's a company offers. Product mix Product mix

This is a group of products that are related. Product line Product line.

This is the total number of product lines. Product breadth Product breadth

Multiple Choice Multiple Answer
Question Planning of long term strategies are based on following factors:
Correct Answer Opportunity, Objectives, Strategies, Situation assessment, Organisation
mission, Resources
Your Answer Strengths, Objectives, Strategies, Situation assessment, Organisation mission, Resources

Multiple Choice Multiple Answer
Question Types of psychological pricing are
Correct Answer Prestige, Leader
Your Answer Odd, Leader, Prestige

Multiple Choice Single Answer
Question Marketer tries to seek what kind of response from the other party?
Correct Answer Behavioural
True/False
Question Warehouses are needed when supply sources and markets are located close by.
Correct Answer False
Your Answer False

Select The Blank
Question The onus of advertising, pricing and sales promotion policies is put on ________ distribution.
Correct Answer Exclusive
Your Answer Integral

True/False
Question Marketer discourages his brand users for brand switching.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Marketing arises from?
Correct Answer Exchange
Your Answer Exchange

Multiple Choice Multiple Answer
Question A transaction takes place when
Correct Answer There is time and place of agreement , Two things of value , Agreed upon conditions
Your Answer There is time and place of agreement , Two things of value , Agreed upon conditions

Select The Blank
Question An organisational assessment uncovers ________
Correct Answer Weaknesses
Multiple Choice Multiple Answer
Question Shorter distribution channel results in
Correct Answer Reduced costs, Limited market coverage
Your Answer Reduced costs, High market coverage

Multiple Choice Single Answer
Question The output of Stimulus Response Model is
Correct Answer Product decision
Your Answer Product

Select The Blank
Question ________ exists when a few large independent firm accounts for bulk of an industry's sales.
Correct Answer Oligopoly
Your Answer Oligopoly

Multiple Choice Single Answer
Question A diet conscious person after playing football is thirsty. He opts for :-
Correct Answer Diet coke
Your Answer Diet coke

Multiple Choice Single Answer
Question It concentrates on organisation design and work flow
Correct Answer Flotilla
Your Answer Systems approach

Multiple Choice Single Answer
Question The input to 'Stimulus Response Model' is
Correct Answer Stimuli
Your Answer Stimuli

Multiple Choice Multiple Answer
Question Characteristics of Effective segmentation
Correct Answer Actionable, Measurable, Accessible
Your Answer Actionable, Measurable, Accessible
Multiple Choice Multiple Answer
Question Types of strategic business units are:
Correct Answer Stars, Cash cows, Question marks
Your Answer Stars, Cash cows, Question marks

Multiple Choice Single Answer
Question Pricing that enables sales people to tailor their prices to a prospect's situation is
Called
Correct Answer Price shading
Your Answer Variable pricing

Multiple Choice Single Answer
Question This pricing objective involves setting a low price to discourage entry of new firms.
Correct Answer Stay out
Your Answer Elimination

Multiple Choice Single Answer
Question This distribution is necessary for most shopping and speciality goods.
Correct Answer Selective
Your Answer Selective

True/False
Question The cultural environment shows long term trends towards a hedonistic society.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question This portfolio involves major capital investments which will result in either large pay offs or large losses.
Correct Answer Big bets
Your Answer No-regret moves
Multiple Choice Multiple Answer
Question What is Statistical Quality Control(SQC)
Correct Answer Identifies quality and productivity from a production process, Identifies impact of any change on performance, Instantly spots malfunctions and show where they occur
Your Answer Identifies quality and productivity from a production process, Identifies impact of any change on performance, Integrates manufacturing with business strategy

Select The Blank
Question Optimum marketing mix is obtained using analysis, ________, implementation and control.
Correct Answer Planning
Your Answer Feedback

Multiple Choice Multiple Answer
Question What are the stages in new product development?
Correct Answer Idea screening, Market testing, Commercialisation
Your Answer Idea screening, Market testing, Commercialisation

Multiple Choice Single Answer
Question These are moves that will pay off irrespective of what happens in the future
Correct Answer No-regret moves
Your Answer Big bets

Multiple Choice Single Answer
Question A centralised inventory means
Correct Answer Fast delivery to customers
Your Answer Building and stocking one warehouse

Select The Blank
Question ________ of physical distribution activities increases it's productivity as well as of manufacturer.
Correct Answer Automation
Your Answer Maximisation

True/False
Question Shorter production runs are required to produce large number of products in multi-segment strategy
Correct Answer True
Your Answer False

4th Copy

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

True/False
Question Changes in company structure also necessitates changes in the systems in various degrees
Correct Answer True
Your Answer True

Select The Blank
Question ________ is a part of the company that has a separate mission and objectives
Correct Answer SBU
Your Answer SBU

Select The Blank
Question ________ is synonymous with non-recurrent data system(RDS)
Correct Answer Market research
Your Answer Management Information system

Select The Blank
Skimming pricing involves _______ risk.
Correct Answer: Low
Your Answer: High

Select The Blank
Buyer's response in _______ method may not be applicable in other markets
Correct Answer: Market tests
Your Answer: Correlation

Firms that lack promotional capabilities rely on middlemen.
Correct Answer: True
Your Answer: True

It provides a way to bring in the people dimension in macro company analysis without using psychological models of human behaviour
Correct Answer: Culture
Your Answer: Role

It is a reduction in list price granted to channel members for performing marketing functions
Correct Answer: Trade discount
Your Answer: Trade discount

It identifies opportunities for and threats to the organisation
Correct Answer: Environmental assessment
Your Answer: Environmental assessment

Systems are formal and informal rules and regulations that complements the company structure
Correct Answer   True
Your Answer       True

Select The Blank
Question          In production era, demand is ________ than supply
Correct Answer    Greater
Your Answer       Greater

Multiple Choice Multiple Answer
Question          Drawbacks of Survey of Buyer's intention method are
Correct Answer    Exposure, Not accurate, Time consuming
Your Answer       Not accurate, Time consuming, Sales may be inflated or deflated by sales team

Multiple Choice Multiple Answer
Question          Total cost concept includes
Correct Answer    Damaged goods, Inventory obsolescence, Transportation
Your Answer       Inventory obsolescence, Transportation

Match The Following
Question          Correct Answer       Your Answer
Air-freight       It is the best quality type of transportation available. The advantage is speed and flexibility in carrying small loads.
Inventory carrying cost  It increases as the quantity ordered increases.  It increases as the quantity ordered increases.
Order processing cost  It decreases as the quantity ordered increases.  It decreases as the quantity ordered increases.
Pipe-line          It is used to transport petroleum products to refineries.  It is used to transport petroleum products to refineries.
Multiple Choice Multiple Answer
Question These are the characteristics of services
Correct Answer Sold on basis of benefits, Quality control is tough
Your Answer Sold on basis of benefits, Mechanised and automated

Select The Blank
Question The cost of warehousing, transportation, inventory and handling products together constitutes _______ concept.
Correct Answer Total cost
Your Answer Fixed cost

Multiple Choice Multiple Answer
Question Forecasting methods for existing products are
Correct Answer Simple trend analysis, Time series analysis, Correlation method
Your Answer Simple trend analysis, Correlation method, Market tests

Multiple Choice Single Answer
Question It helps an organisation to cope with future by setting objectives and making
Correct Answer Planning
Your Answer Planning

True/False
Question Change in company structure from divisional to matrix also mean changes in the systems in various degrees
Correct Answer True
Your Answer True

Select The Blank
Question _______ is a delivery of standard of living to society
Correct Answer Marketing
Your Answer Values
True/False
Question  "The customer is always right" is the spirit of marketing concept.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question  The participants in a communication process are :
Correct Answer Source , Recipient
Your Answer Source , Recipient

Multiple Choice Single Answer
Question  In which stage of Product life cycle, brand choice is heavily influenced by reference group
Correct Answer Maturity
Your Answer Decline

Multiple Choice Single Answer
Question  The frequency at which a product is used is called ?
Correct Answer Usage rate
Your Answer Usage rate

Select The Blank
Question  The factor of satisfaction and ________ motives are consistent in society
Correct Answer Profit
Your Answer Exchange

Multiple Choice Multiple Answer
Question  A business is a system consisting of following elements
Correct Answer Input and output , Objectives , Process and feedback
Your Answer Objectives , Process and feedback , Profits

Multiple Choice Single Answer
Question  In Cost Optimisation :
Correct Answer Overall physical distribution costs are minimised
Your Answer Overall physical distribution costs are minimised
Question Communicating with middlemen requires information which is different to the information required in communicating with the final buyers.
Correct Answer True
Your Answer True

True/False Question Internal records such as sales reports, cost and accounting information are expensive to obtain.
Correct Answer False
Your Answer False

Multiple Choice Multiple Answer Question Beliefs are based on
Correct Answer Knowledge, Opinion, Faith
Your Answer Knowledge, Opinion, Faith

True/False Question "Promotion" is considered in conjunction with "Convenience".
Correct Answer False
Your Answer False

Select The Blank Question ________ describes a person's favourable or unfavourable action tendencies towards object
Correct Answer Attitudes
Your Answer Attitudes

Multiple Choice Multiple Answer Question Criteria for choosing distribution channels are:
Correct Answer Market coverage, Control, Costs
Your Answer Market coverage, Control, Costs

Select The Blank Question ________ is seen as an integral process that converts materials into goods
Correct Answer Systems
Select The Blank

Question: Modern Accounting uses _______ as a unit of measure
Correct Answer: Time
Your Answer: Time

Multiple Choice Multiple Answer

Question: How does 'structure' reduce external uncertainty arising out of human behaviour
Correct Answer: Research and planning, Forecasting
Your Answer: Research and planning, Forecasting

True/False

Question: Economic forecasts are available from industry trade associations
Correct Answer: False
Your Answer: True

Multiple Choice Single Answer

Question: The organisation focuses attention on one market segment and develops one marketing mix for that segment. This is known as:
Correct Answer: Concentration
Your Answer: Concentration

Multiple Choice Single Answer

Question: This method enables the forecaster to take into consideration seasonal fluctuations and long term fluctuations
Correct Answer: Time Series Analysis
Your Answer: Time Series Analysis

True/False

Question: Macro environment is composed of the major forces that pose opportunities and create threat for the Co.
Correct Answer: True
**Match The Following**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feedback</td>
<td>Communication from receiver to sender</td>
<td>Interpreting the message by receiver</td>
</tr>
<tr>
<td>Encoding</td>
<td>Putting meaning to symbols conveyed as messages</td>
<td>A means by which source communicates the message</td>
</tr>
<tr>
<td>Decoding</td>
<td>Interpreting the message by receiver</td>
<td>Putting meaning to symbols conveyed as messages</td>
</tr>
<tr>
<td>Noise</td>
<td>It interferes with communication process</td>
<td>It interferes with communication process</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Customers are brand, style and type conscious when buying ______ products.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Special</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Special</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>The micro-environment consists of following components:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Marketing intermediaries, Customers, Competitors</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Marketing intermediaries, Customers, Competitors</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>This approach estimates sales potential of a territory by estimating the number of units of a product category that a buyer buys from all suppliers multiplied by the number of potential buyers in that territory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Buildup approach</td>
</tr>
</tbody>
</table>

Your Answer | True |
Multiple Choice Multiple Answer
Question: The basic goals in introductory stage are
Correct Answer: Induce acceptance of new product, Gain initial distribution
Your Answer: Induce acceptance of new product, Gain initial distribution

Multiple Choice Multiple Answer
Question: The various variations of Negotiated contract are
Correct Answer: Cost plus pricing, Fixed price, Fixed price and incentive
Your Answer: Variable Price, Fixed price and incentive

Select The Blank
Question: Module of Flotilla strikes an optimum balance of ________ and flexibility
Correct Answer: Standardisation
Your Answer: Standardisation

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Multiple Choice Single Answer
Question: The price cut causes large increase in quantity sold and price rise results in fall in quantity sold. This demand is called
Correct Answer: Price elastic
Your Answer: Price elastic

True/False
Question: Marketer discourages his brand users for brand switching.
Correct Answer: True
Your Answer: True

Multiple Choice Multiple Answer
Question: Learning consists of
Correct Answer: Cues, Drives, Response
Your Answer: Cues, Drives, Response
Multiple Choice Single Answer
Question: It is the series of marketing institutions that help in moving the product from producer to the ultimate user.
Correct Answer: Marketing channel
Your Answer: Marketing channel

Multiple Choice Multiple Answer
Question: Physical distribution management includes
Correct Answer: Manufacturer, Middlemen, Warehouse operators
Your Answer: Manufacturer, Middlemen, Warehouse operators

Multiple Choice Single Answer
Question: It gathers, records and analyses data about problems related to Marketing
Correct Answer: Market Research
Your Answer: Management Information System (MIS)

Select The Blank
Question: ________ can price its product without any regard to competitor.
Correct Answer: Pure monopolist
Your Answer: Pure monopolist

Multiple Choice Multiple Answer
Question: Adoption rate will be higher and faster if the product has
Correct Answer: Lower price, Greater utility, Compatability with society
Your Answer: Lower price, Greater utility, Compatability with society

True/False
Question: Consumption is shaped by the stage of family life cycle
Correct Answer: True
Your Answer: True

Multiple Choice Multiple Answer
Question: Types of product classification
Correct Answer: Consumables, Durables, Services
Your Answer: Consumables, Durables, Emergency
True/False
Question After sales service is provided in a customer oriented firm
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Concept of marketing includes study of
Correct Answer Transaction, Transfer, Exchange
Your Answer Transaction, Transfer, Exchange

Select The Blank
Question More ________ is involved in sales to industrial buyers than consumers
Correct Answer Money
Your Answer Costs

Multiple Choice Multiple Answer
Question Major role of promotion is to:
Correct Answer Inform, Remind, Persuade
Your Answer Inform, Remind, Persuade

Multiple Choice Single Answer
Question What is product concept?
Correct Answer Detailed version of idea stated in consumer terms
Your Answer Consumer's perception of an actual product

Multiple Choice Single Answer
Question The organisation focusses attention on one market segment and develops one
marketing mix for that segment. This is known as:
Correct Answer Concentration
Your Answer Concentration

True/False
Question Warehouses are needed when supply sources and markets are located close by.
Correct Answer False
Your Answer False
LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Multiple Choice Multiple Answer
Question Types of psychological pricing are
Correct Answer Prestige, Leader
Your Answer Prestige, Odd, Leader

Select The Blank
Question Firm's that lack promotional skills rely on ________ for promotional push.
Correct Answer Middlemen
Your Answer Middlemen

Select The Blank
Question For ________ items, reseller reorders goods when inventory gets low
Correct Answer Standard
Your Answer Standard

Select The Blank
Question ________ guides the development of advertisements and personal sales presentations.
Correct Answer AIDA
Your Answer AIDA

Multiple Choice Single Answer
Question This method is more accurate for short term forecasts
Correct Answer Simple Trend Analysis
Your Answer Simple Trend Analysis

Select The Blank
Question Product means the ________ and services the company offers the target market.
Correct Answer Goods
Your Answer Goods

Multiple Choice Single Answer
Question Profits are negative in which stage of product life cycle?
Correct Answer Introductory
Your Answer Introductory

Multiple Choice Single Answer
Question What is Recurrent data?
Correct Answer Routinely collected data
Your Answer Routinely collected data

True/False
Question Consumer behaviour is more challenging across international border.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question The reseller's assortment influences it's
Correct Answer Marketing mix, Customer mix, Supplier mix
Your Answer Marketing mix, Customer mix, Supplier mix

Multiple Choice Single Answer
Question A diet conscious person after playing football is thirsty. He opts for :-
Correct Answer Diet coke
Your Answer Diet coke

Multiple Choice Single Answer
Question Marketing arises from ?
Correct Answer Exchange
Your Answer Exchange

Multiple Choice Single Answer
Question It gathers, records and analyses data about problems related to Marketing
Correct Answer Market Research
Your Answer Market Research

Select The Blank
Question _______ identifies the impact of any change on performance
Correct Answer Statistical quality control
Your Answer Statistical quality control
Multiple Choice Multiple Answer
Question: These products move through short channels:
Correct Answer: Eggs, Bread, Clothing, Cement
Your Answer: Eggs, Bread, Clothing, Cement

Match The Following
Question Correct Answer Your Answer
Historical research Uses past experiences to find solutions Uses past experiences to find solutions
Survey research Obtains data from respondents in person Obtains data from respondents in person
Experimental research One factor is constant and holding other factors One factor is constant and holding other factors
Motivational research It analyses consumer motives It analyses consumer motives

Multiple Choice Multiple Answer
Question Target marketing involves
Correct Answer Market targeting, Market segmentation
Your Answer Market segmentation, Market targeting

True/False
Question Marketer discourages his brand users for brand switching.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question New product forms and brands enter in which stage of product life cycle?
Correct Answer Growth
Your Answer Introductory
Multiple Choice Single Answer
Question It refers to formal and informal rules, regulations and procedures that complements the company structure
Correct Answer Systems
Your Answer Systems

Match The Following
Question Correct Answer Your Answer
Tangible sources Capital, machines, raw material Capital, machines, raw material
Intangible sources Information, time and technology Information, time and technology
Consumer to producer Backward communication Backward communication
Customer is the focal point in Marketing Marketing

Multiple Choice Single Answer
Question Who provides time and place utility?
Correct Answer Intermediary
Your Answer Intermediary

Select The Blank
Question ________ routinely performs all functions on recurrent, internal and external data
Correct Answer Recurrent data system(RDS)
Your Answer Recurrent data system(RDS)

Multiple Choice Single Answer
Question The greatest amount of satisfaction comes from which utility
Correct Answer Possession
Your Answer Possession

Multiple Choice Multiple Answer
Question: Income, occupation, education, age, marital status are factors of which type of segmentation?
Correct Answer: Geographic, Demographic
Your Answer: Geographic, Demographic

Multiple Choice Single Answer
Question: In which phase of production era, the producer and consumer are the same?
Correct Answer: Subsistence
Your Answer: Subsistence

True/False
Question: Experimental research involves obtaining data from respondents in person, mail, or by phone.
Correct Answer: False
Your Answer: False

Select The Blank
Question: _______ distribution is used when a small percentage of customers account for a large part of sales.
Correct Answer: Selective
Your Answer: Selective

Multiple Choice Single Answer
Question: It is the most influential primary reference group shaping a buyer's behaviour.
Correct Answer: Family
Your Answer: Family

True/False
Question: Survey of buyers' intentions technique is comparatively costly and the data gathered is of questionable value.
Correct Answer: True
Your Answer: True
Multiple Choice Multiple Answer
Question After the new product has passed the conceptual stages it becomes more concrete in which stages?
Correct Answer Test marketing, Commercialisation, Product development
Your Answer Test marketing, Commercialisation, Product development

Multiple Choice Multiple Answer
Question How does 'structure' reduce internal uncertainty arising out of human behaviour?
Correct Answer Control mechanism, Departmentalisation
Your Answer Control mechanism, Departmentalisation

True/False
Question Services can be stored in inventory.
Correct Answer False
Your Answer False

Multiple Choice Multiple Answer
Question When is demand price elastic?
Correct Answer Price cut causes revenue to increase, Price rise causes revenue to decrease
Your Answer Price cut causes revenue to increase, Price rise causes revenue to decrease

True/False
Question Marketing strategies are developed to support broad marketing objectives
Correct Answer True
Your Answer True

Select The Blank
Question A change in quantity demanded of a product is caused by a change in its

Correct Answer Price
Your Answer Price
Multiple Choice Single Answer
Question  It sets a sales performance standard against which actual sales results can be compared with potential sales
Correct Answer  Sales forecast
Your Answer  Sales forecast

Multiple Choice Single Answer
Question  "How much to order" is also called as
Correct Answer  Basic stock
Your Answer  Re-order point

True/False
Question  Product concept testing through physical presentation increase the reliability of test.
Correct Answer  True
Your Answer  True

Multiple Choice Single Answer
Question  Competition develops in which stage of Product life cycle?
Correct Answer  Maturity
Your Answer  Maturity

Multiple Choice Single Answer
Question  It is the data which has been converted to a useful form for decision making
Correct Answer  Information
Your Answer  Information

Multiple Choice Single Answer
Question  What is product concept?
Correct Answer  Detailed version of idea stated in consumer terms
Your Answer  Detailed version of idea stated in consumer terms

True/False
Question  Industrial goods are sold to end-users for personal consumption.
Correct Answer    False
Your Answer        False

True/False
Question    Systems are formal and informal rules and regulations that complements the company structure
Correct Answer    True
Your Answer        True

Multiple Choice Multiple Answer
Question    Major role of promotion is to:
Correct Answer    Inform, Remind, Persuade
Your Answer        Inform, Remind, Persuade

Select The Blank
Question    A speciality product is _________ intensively distributed than a shopping product
Correct Answer    Less
Your Answer        Less

Multiple Choice Single Answer
Question    Production creates which type of utility
Correct Answer    Form
Your Answer        Form

6th Copy

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Multiple Choice Single Answer
Question    The company earns an acceptable rate of return on their net sales. This profitability objective is called:
Correct Answer    Target return
Your Answer        Target return

True/False
Question    Product concept testing through physical presentation increase the reliability of
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only one seller and no competition permitted legally</td>
<td>Monopoly</td>
<td>Pure monopoly</td>
</tr>
<tr>
<td>Few sellers but account for bulk of industry's sales</td>
<td>Oligopoly</td>
<td>Oligopoly</td>
</tr>
<tr>
<td>Many sellers and buyers and each seller's offering is somewhat different than others</td>
<td>Monopolistic</td>
<td>Monopolistic</td>
</tr>
<tr>
<td>Many sellers and buyers and none of them have much effect on the total demand, supply and product's market price</td>
<td>Pure competition</td>
<td>Pure competition</td>
</tr>
</tbody>
</table>

Select The Blank

**Question**: The cost of warehousing, transportation, inventory and handling products together constitutes ______ concept.

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total cost</td>
<td>Optimisation cost</td>
</tr>
</tbody>
</table>

Multiple Choice Multiple Answer

**Question**: After the new product has passed the conceptual stages it becomes more concrete in which stages?

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test marketing , Commercialisation , Product development</td>
<td>Test marketing , Commercialisation , Product development</td>
</tr>
</tbody>
</table>

Select The Blank

**Question**: ________ distribution is used when a small percentage of customers account for
a large part of sale.
Correct Answer Selective
Your Answer Selective

Multiple Choice Single Answer
Question Marketing arises from ?
Correct Answer Exchange
Your Answer Exchange

Select The Blank
Question _______ eliminates the risk of losing customer's goodwill
Correct Answer One price policy
Your Answer One price policy

Select The Blank
Question _______ planning determines the number, location and ownership of warehouses.
Correct Answer Warehouse
Your Answer Logistics

Multiple Choice Single Answer
Question It is that element of a plan that specifies what is to be accomplished
Correct Answer Objectives
Your Answer Objectives

Multiple Choice Multiple Answer
Question Research design is classified as :
Correct Answer Methodology, Function
Your Answer Function, Methodology

Multiple Choice Single Answer
Question An example of Want is :
Correct Answer Continental food
Your Answer Continental food

True/False
Question: Product, place and promotion elements in the marketing mix are viewed as cost factors.
Correct Answer: True
Your Answer: True

Multiple Choice Multiple Answer
Question: When is demand price elastic?
Correct Answer: Price cut causes revenue to increase, Price rise causes revenue to decrease
Your Answer: Price cut causes revenue to increase, Price rise causes revenue to decrease

Multiple Choice Single Answer
Question: What is the most important promotion activity required in Industrial buying process?
Correct Answer: Personal selling
Your Answer: Personal selling

True/False
Question: The greater the number of substitutes for a product, the less price elastic is its demand.
Correct Answer: False
Your Answer: True

Multiple Choice Multiple Answer
Question: Market segmentation can be done on the basis of following factors
Correct Answer: Psychographic, Demographic, Geographic
Your Answer: Psychographic, Demographic, Geographic

True/False
Question: Correlation methods is also used to supplement other techniques.
Correct Answer: False
Your Answer: False
True/False
Question Marketing involves a backward communication from consumer to producer
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question It helps an organisation to cope with future by setting objectives and making
strategies to achieve them
Correct Answer Planning
Your Answer Planning

Select The Blank
Question _______ identifies the impact of any change on performance
Correct Answer Statistical quality control
Your Answer Statistical quality control

Match The Following
Question Correct Answer Your Answer
Encoding Putting meaning to symbols conveyed as messages Putting meaning to symbols conveyed as messages
Decoding Interpreting the message by receiver Interpreting the message by receiver
Noise It interferes with communication process It interferes with communication process
Feedback Communication from receiver to sender Communication from receiver to sender

True/False
Question Marketer discourages his brand users for brand switching.
Correct Answer True
Your Answer True
Select The Blank
Question ________ concept increases the efficiency of economic system
Correct Answer Marketing
Your Answer Marketing

Multiple Choice Multiple Answer
Question The tangible inputs in a business are
Correct Answer Capital, Machine, Time
Your Answer Capital, Machine, Time

Select The Blank
Question Few large buyers do maximum purchasing in ________
Correct Answer Industrial market
Your Answer Industrial market

True/False
Question Marketing channels move products from customers to manufacturer.
Correct Answer False
Your Answer False

Select The Blank
Question ________ is an important tool for planning and controlling the firm's activities
Correct Answer Sales Forecast
Your Answer Sales Forecast

True/False
Question The super structure indicates ways in which company's tasks are integrated or coordinated
Correct Answer True
Your Answer False

Multiple Choice Single Answer
Question Who provides time and place utility?
Correct Answer Intermediary
Your Answer Intermediary
True/False
Question: Marketing and production costs are high in multi-segment strategy
Correct Answer: True
Your Answer: True

Multiple Choice Single Answer
Question: Consumerism emerged in which era of Marketing?
Correct Answer: Sales
Your Answer: Sales

Select The Blank
Question: Buyer's response in ________ method may not be applicable in other markets
Correct Answer: Market tests
Your Answer: Market tests

Multiple Choice Multiple Answer
Question: The micro-environment consists of following components:
Correct Answer: Marketing intermediaries, Customers, Competitors
Your Answer: Marketing intermediaries, Customers, Competitors

Multiple Choice Single Answer
Question: It refers to formal and informal rules, regulations and procedures that complements the company structure
Correct Answer: Systems
Your Answer: Systems

Multiple Choice Single Answer
Question: Marketer tries to seek what kind of response from the other party?
Correct Answer: Behavioural
Your Answer: Behavioural

Multiple Choice Multiple Answer
Question: Target marketing involves
Correct Answer: Market targeting, Market segmentation
Your Answer: Market targeting, Market segmentation
Multiple Choice Multiple Answer
Question: Money is invested by way of
Correct Answer: Debt, Equity
Your Answer: Debt, Equity

Multiple Choice Single Answer
Question: The greatest amount of satisfaction comes from which utility
Correct Answer: Possession
Your Answer: Form

Multiple Choice Single Answer
Question: Members of this group are average white and blue collar workers who aim for better living
Correct Answer: Middle class
Your Answer: Middle class

Multiple Choice Multiple Answer
Question: What is Statistical Quality Control (SQC)
Correct Answer: Identifies quality and productivity from a production process, Identifies impact of any change on performance, Instantly spots malfunctions and show where they occur
Your Answer: Identifies quality and productivity from a production process, Identifies impact of any change on performance, Instantly spots malfunctions and show where they occur

Select The Blank
Question: ________ directs the flow of goods and services from the producer to the ultimate consumer
Correct Answer: Marketing
Your Answer: Marketing

Multiple Choice Multiple Answer
Question: Income, occupation, education, age, marital status are factors of which type of
segmentation?
Correct Answer: Geographic, Demographic
Your Answer: Geographic, Demographic

Multiple Choice Single Answer
Question: This involves developing two or more market strategies for two or more market segments
Correct Answer: Multi-segmentation
Your Answer: Multi-segmentation

Multiple Choice Multiple Answer
Question: Characteristics of mass market strategy are:
Correct Answer: One market mix for target market, One distribution and promotion strategy
Your Answer: One market mix for target market, One distribution and promotion strategy

Multiple Choice Single Answer
Question: Safety stock available with a company is 200 units and seasonal stock is 150 units. The usage rate of the product is 5 units/day and lead time is of 10 days. Calculate the basic stock.
Correct Answer: 400 units
Your Answer: 400 units

Multiple Choice Multiple Answer
Question: Product characteristics that influence channel selection are
Correct Answer: Complexity, Perishability, Weight
Your Answer: Complexity, Perishability, Weight

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

True/False
Question: Indirect channels for industrial products are longer than consumer product channels.
Correct Answer: False
Your Answer: False
Multiple Choice Single Answer
Question Depression stage in business cycle is also called
Correct Answer Bust
Your Answer Bust

Multiple Choice Single Answer
Question This distribution is necessary for most convenience goods.
Correct Answer Intensive
Your Answer Intensive

True/False
Question Consumer behaviour is more challenging across international border.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question It refers to formal and informal rules, regulations and procedures that
complements the company structure
Correct Answer Systems
Your Answer Systems

Match The Following
Feedback Communication from receiver to sender
Correct Answer Your Answer
Communication from receiver to sender

Encoding Putting meaning to symbols conveyed as messages
Correct Answer Your Answer
Putting meaning to symbols conveyed as messages

Decoding Interpreting the message by receiver
Correct Answer Your Answer
Interpreting the message by receiver

Noise It interferes with communication process
Correct Answer Your Answer
It interferes with communication process

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer Form
Your Answer Form

True/False
Question "Idea screening" stage reduces the number of ideas based on company's
criteria.
Correct Answer True
Your Answer True
Multiple Choice Multiple Answer
Question Research design is classified as:
Correct Answer Function, Methodology
Your Answer Function, Methodology

Multiple Choice Multiple Answer
Question Physical distribution management includes
Correct Answer Manufacturer, Middlemen, Warehouse operators
Your Answer Manufacturer, Middlemen, Warehouse operators

Multiple Choice Single Answer
Question This method enables the forecaster to take into consideration seasonal fluctuations and long term fluctuations
Correct Answer Time Series Analysis
Your Answer Time Series Analysis

Multiple Choice Multiple Answer
Question The micro-environment consists of following components:
Correct Answer Marketing intermediaries, Customers, Competitors
Your Answer Marketing intermediaries, Customers, Competitors

True/False
Question Marketing concept has application only in profit oriented businesses.
Correct Answer False
Your Answer False

True/False
Question The demand for a specific brand within a product category is called selective demand.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Recession stage in business cycle is also called
Correct Answer Slowdown
Your Answer Slowdown

Multiple Choice Multiple Answer
Question Commercial sources have following sources
Correct Answer Advertising, Packaging, Sales persons
Your Answer Advertising, Packaging, Sales persons

Select The Blank
Question _______ occurs when people inspite of being qualified and experienced and trained have to settle for a low level job.
Correct Answer Underemployment
Your Answer  Underemployment

Multiple Choice Multiple Answer
Question  What are variable costs?
Correct Answer  Material, Labour
Your Answer  Material, Labour

Multiple Choice Multiple Answer
Question  Forecasting methods for existing products are
Correct Answer  Simple trend analysis, Correlation method, Market tests
Your Answer  Simple trend analysis, Time series analysis, Correlation method

True/False
Question  The super structure indicates ways in which company's tasks are integrated or coordinated
Correct Answer  True
Your Answer  True

Select The Blank
Question  Competition tends to focus on ________ as a product moves through its life cycle.
Correct Answer  Price
Your Answer  Price

Select The Blank
Question  There are more number of substitutes for ________ products.
Correct Answer  Multi use
Your Answer  Multi use

Select The Blank
Question  Module of Flotilla strikes an optimum balance of ________ and flexibility
Correct Answer  Standardisation
Your Answer  Standardisation

Match The Following
Question Correct Answer Your Answer
Customer is the focal point in Marketing  Marketing
Tangible sources Capital, machines, raw material  Capital, machines, raw material
Intangible sources Information, time and technology  Information, time and technology
Consumer to producer  Backward communication  Backward communication
Multiple Choice Multiple Answer
Question Ways to make people do trial purchases?
Correct Answer Coupon offers, Discounts, Samples
Your Answer Coupon offers, Discounts, Samples

Multiple Choice Multiple Answer
Question Target marketing involves
Correct Answer Market targeting, Market segmentation
Your Answer Market targeting, Market segmentation

Multiple Choice Single Answer
Question Prosperity stage in business cycle is also called
Correct Answer Boom
Your Answer Boom

Select The Blank
Question ________cost accounting measures the cost of producing and ignores the cost of non-producing
Correct Answer Traditional
Your Answer Traditional

Select The Blank
Question ________ routinely performs all functions on recurrent, internal and external data
Correct Answer Recurrent data system(RDS)
Your Answer Management Information system(MIS)

Multiple Choice Single Answer
Question Quantity discrepancy for a convenience product in a marketing channel is adjusted by:
Correct Answer Retailer
Your Answer Retailer

True/False
Question Marketer discourages his brand users for brand switching.
Correct Answer True
Your Answer True

True/False
Question The greater the number of substitutes for a product, the less price elastic is its demand.
Correct Answer False
Your Answer False

Multiple Choice Single Answer
Question It limits the alternatives that a decision maker takes in a given situation
Correct Answer Policy
Your Answer Policy

Multiple Choice Single Answer
Question It identifies opportunities for and threats to the organisation
Correct Answer Environmental assessment
Your Answer Environmental assessment

Select The Blank
Question Concentration on that segment of market which has the maximum number of people is called _________
Correct Answer Market fallacy
Your Answer Market fallacy

Multiple Choice Multiple Answer
Question Aspects of political environment are:
Correct Answer Form of government adopted, Media and pressure groups, Government stability
Your Answer Form of government adopted, Media and pressure groups, Government stability

Multiple Choice Multiple Answer
Question The participants in a communication process are:
Correct Answer Source, Recipient
Your Answer Source, Recipient

True/False
Question Change in company's strategy gives rise to problems necessitating a new structure to be made
Correct Answer True
Your Answer True

Select The Blank
Question _______ is a strong internal stimulus impelling action
Correct Answer Drive
Your Answer Drive

Multiple Choice Single Answer
Question Which is the shortest marketing channel for an industrial product?
Correct Answer Producer ---> Industrial user
Your Answer Producer ---> Industrial user

Select The Blank
Question _______ is synonymous with non-recurrent data system (RDS)
Correct Answer Market research
Your Answer Market research
Multiple Choice Single Answer
Question  This discount is offered to customers to encourage them to remain loyal buyers
Correct Answer  Quantity discount
Your Answer  Quantity discount

Select The Blank
Question  For ________ items, reseller reorders goods when inventory gets low
Correct Answer  Standard
Your Answer  Standard

Multiple Choice Multiple Answer
Question  What are psychogenetic needs
Correct Answer  Belonging, Recognition
Your Answer  Belonging, Recognition

Multiple Choice Single Answer
Question  This approach estimates sales potential of a territory by estimating the number of units of a product category that a buyer buys from all suppliers multiplied by the number of potential buyers in that territory
Correct Answer  Buildup approach
Your Answer  Buildup approach

Select The Blank
Question  ________ research involves using past experiences to find solutions to marketing problems
Correct Answer  Historical
Your Answer  Historical

True/False
Question  Communicating with middlemen requires information which is different to the information required in communicating with the final buyers.
Correct Answer  True
Your Answer  True
LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Multiple Choice Single Answer
Question It is the process of identifying smaller markets within a larger market.
Correct Answer Segmentation
Your Answer Segmentation

True/False
Question Psychogenetic needs are intense enough to motivate a person to act immediately
Correct Answer False
Your Answer True

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer Form
Your Answer Possession

Match The Following
Correct Answer Your Answer
Correlation method Historical data Historical data
Market forecast Industry trade associations Market potential
Economic forecast Government Industry trade associations
Sales forecast Sales volume Sales potential

Multiple Choice Single Answer
Question It sets a sales performance standard against which actual sales results can be compared with potential sales
Correct Answer Sales forecast
Your Answer Sales forecast

True/False
Question Market segmentation is the decision to identify different groups that compose the market and to develop specific product for each of these groups.
Correct Answer False
Your Answer True

True/False
Question Demand is highly elastic for industrial goods
Correct Answer False
Your Answer True

Select The Blank
Question The factor of satisfaction and ________ motives are consistent in society
Correct Answer Profit
Your Answer Profit

Multiple Choice Single Answer
Question Recession stage in business cycle is also called
Correct Answer Slowdown
Your Answer Slowdown

Select The Blank

Page 1
Question: Customer’s changing wants and their behaviour can be better understood in ________ distribution.
Correct Answer: Direct

Your Answer: Horizontal

Multiple Choice Multiple Answer
Question: What is Statistical Quality Control (SQC)
Correct Answer: Identifies quality and productivity from a production process, Identifies impact of any change on performance, Instantly spots malfunctions and show where they occur.

Your Answer: Identifies quality and productivity from a production process, Identifies impact of any change on performance, Integrates manufacturing with business strategy

True/False
Question: After sales service is provided in a customer oriented firm
Correct Answer: True

Your Answer: True

Multiple Choice Single Answer
Question: Quantity discrepancy for a convenience product in a marketing channel is adjusted by:
Correct Answer: Retailer

Your Answer: Retailer

Select The Blank
Question: Specific ________ emerge from broad strategies
Correct Answer: Tactics

Your Answer: Plans

Multiple Choice Multiple Answer
Question: After the new product has passed the conceptual stages it becomes more concrete in which stages?
Correct Answer: Test marketing, Commercialisation, Product development

Your Answer: Test marketing, Product development, Marketing strategy development

True/False
Question: Formal planning provides clearer performance standards.
Correct Answer: True

Your Answer: True

Select The Blank
Question: Toffees and chocolates, magazines etc are examples of ________ products
Correct Answer: Impulse

Your Answer: Impulse

Select The Blank
Question: Competition tends to focus on ________ as a product moves through its life cycle.
Correct Answer: Price

Your Answer: Price

Multiple Choice Multiple Answer
Question: The tangible inputs in a business are
Correct Answer: Capital, Machine, Time

Your Answer: Technology, Machine, Capital

True/False
Question: Consumer behaviour is more challenging across international
Correct Answer: True
Your Answer: False

Correct Answer: 400 units
Your Answer: 400 units

Correct Answer: Factor
Your Answer: Age

Correct Answer: True
Your Answer: True

Correct Answer: True
Your Answer: False

Correct Answer: Industrial
Your Answer: Industrial

Correct Answer: Taste, Touch, See
Your Answer: Taste, Touch, See

Correct Answer: Opportunity, Objectives, Strategies, Situation assessment, Organisation mission, Resources
Your Answer: Strengths, Objectives, Strategies, Situation assessment, Organisation mission, Resources

Correct Answer: Pure monopolist
Your Answer: Monopolist

Correct Answer: Possession
Your Answer: Possession

Correct Answer: Stimuli
Your Answer Stimuli

True/False

Question Secondary data is cheaper and faster to collect than primary data
Correct Answer True
Your Answer False

Multiple Choice Multiple Answer

Question For exchange to take place, which conditions must be satisfied?
Correct Answer Each party is capable of communication and delivery, at least two parties, each party has something that might be of value to the other party
Your Answer At least two parties, each party is capable of communication and delivery, each party has something that might be of value to the other party

Multiple Choice Multiple Answer

Question For a low involvement regular purchase product, consumer goes through what all stages of buying process?
Correct Answer Need recognition, purchase decision
Your Answer Need recognition, information research, evaluation of alternatives

Multiple Choice Single Answer

Question "How much to order" is also called as
Correct Answer Basic stock
Your Answer Safety stock

Match The Following

Question Correct Answer Your Answer
Many sellers and buyers and none of them have much effect on the total demand, supply and product’s market price Pure competition Monopolistic
Monopoly
Only one seller and no competition permitted legally
Few sellers but account for bulk of industry’s sales Oligopoly

Many sellers and buyers and each seller’s offering is somewhat different than others Monopolistic Pure competition

Select The Blank

Question The demand for a product is ________ when price cut causes revenue to increase.
Correct Answer Price elastic
Your Answer Price elastic

Multiple Choice Multiple Answer

Question Characteristics of mass market strategy are:
Correct Answer One market mix for target market, one distribution and promotion strategy
Your Answer One market mix for target market, number of pricing strategies, inventory and distribution costs are high

Multiple Choice Multiple Answer

Question Socio-cultural environment consists of
Correct Answer Social class, culture
Multiple Choice Multiple Answer
Question What is Marginal cost?
Correct Answer The additional cost of each unit of product, It ignores non price competition, Marginal revenue is less than average revenue.
Your Answer The additional cost of each unit of product, It ignores non price competition, It is useful for new products.

Multiple Choice Single Answer
Question The tool that a sender uses to reach to the receiver is called:
Correct Answer Message.
Your Answer Message.

Multiple Choice Single Answer
Question This strategic posture invests sufficiently to stay in the race but avoids pre-mature commitments.
Correct Answer Reserve the right to play.
Your Answer Shapers.

Multiple Choice Single Answer
Question Lead time for a product is 10 days and usage rate is 6 units/day. Reorder point will be.
Correct Answer 60 units.
Your Answer 60 units.

Multiple Choice Single Answer
Question What is diversification?
Correct Answer New product-New market.
Your Answer Existing product-New market.

Multiple Choice Multiple Answer
Question Ways to make people do trial purchases?
Correct Answer Coupon offers, Discounts, Samples.
Your Answer Good packaging, Discounts, Samples.

True/False
Question Staffing function applies to all company levels irrespective of levels of hierarchy.
Correct Answer True.
Your Answer True.

Multiple Choice Multiple Answer
Question The culture of a company is conveyed through
Correct Answer Rites, Myths, Rituals.
Your Answer Rites, Rituals, Style.

Select The Blank
Question ________ measures actual sales and not intentions to buy.
Correct Answer Market tests.
Your Answer Simple trend analysis.

Marketing Management Assgn 2 -Senthil
True/False
Question In negotiated contracts, the bid selected by buyer is not necessarily the lowest.
Correct Answer True.
Your Answer True.

Multiple Choice Multiple Answer
Question Trade promotions include
Correct Answer Push money allowance, Promotional allowance.
Your Answer Push money allowance, Cash rebates, Promotional allowance.
Damaged goods allowance

True/False  
Question  Change in company’s strategy gives rise to problems necessitating a new structure to be made  
Correct Answer True  
Your Answer False  

Multiple Choice Multiple Answer  
Question  What is break down approach  
Correct Answer Sales potential varies with country’s general level of economic activity , Market and sales potential is based on economic forecast , Number of units that a buyer buys is multiplied by the total number of potential buyers in that territory to arrive at total sales  
Your Answer Sales potential varies with country’s general level of economic activity , Market and sales potential is based on economic forecast , Number of units that a buyer buys is multiplied by the total number of potential buyers in that territory to arrive at total sales  

True/False  
Question  Consumer behaviour is easy to understand in familiar country like India for Indians.  
Correct Answer False  
Your Answer True  

Select The Blank  
Question  Buyer’s response in ________ method may not be applicable in other markets  
Correct Answer Market tests  
Your Answer Market tests  

True/False  
Question  The demand for a specific brand within a product category is called selective demand.  
Correct Answer True  
Your Answer True  

Multiple Choice Single Answer  
Question  Deciding on the number of intermediaries to be employed by a producer is called:  
Correct Answer Intensity distribution  
Your Answer Integral distribution  

Match The Following  
Correct Answer Your Answer  

Ballast business  Fit well but low opportunities  
Fit well but low opportunities  

Gap analysis  Difference between desired and projected performance  
Some fit and some misfit  

Corporate parenting  Managing SBU’s by a corporate  
Managing SBU’s by a corporate  

Heartland business  Give the highest priority  
Give the highest priority  

Multiple Choice Multiple Answer  
Question  These products move through short channels:
Correct Answer: Eggs, Bread, Clothing, Cement
Your Answer: Clothing, Maruti 800 Car

Multiple Choice Single Answer
Question: What is Exclusive Assortment?
Correct Answer: Carrying the line of only one manufacturer
Your Answer: Carrying many unrelated product lines
Select The Blank
Question: Product means the ________ and services the company offers the target market.
Correct Answer: Goods
Your Answer: Value
Select The Blank
Question: Firm’s that lack promotional skills rely on ________ for promotional push.
Correct Answer: Middlemen
Your Answer: Advertising agents

Multiple Choice Single Answer
Question: Government units that purchase or rent goods for carrying out main functions of government is called
Correct Answer: Government Market
Your Answer: Reseller Market
Select The Blank
Question: Low value but bulky products move through________ channels.
Correct Answer: Short
Your Answer: Direct
True/False
Question: Consumer needs are matched with the company capabilities and goals in marketing process.
Correct Answer: True
Your Answer: True
Multiple Choice Multiple Answer
Question: Major role of promotion is to:
Correct Answer: Inform, Remind, Persuade
Your Answer: Remind, Persuade, Inform
Multiple Choice Multiple Answer
Question: Factors affecting demand of a product?
Correct Answer: Population, Increase in buying power
Your Answer: Decrease in buying power, Buyer preferences
Select The Blank
Question: ________ can price it’s product without any regard to competitor.
Correct Answer: Pure monopolist
Your Answer: Monopolist
Select The Blank
Question: ________ are difficult to change
Correct Answer: Attitudes
Your Answer: Habits
Select The Blank
Question: ________ exists when a few large independent firm accounts for bulk of an industry’s sales.
Correct Answer: Oligopoly
MM all combined

Your Answer Pure oligopoly

Multiple Choice Single Answer

Question Production creates which type of utility

Correct Answer Form

Your Answer Possession

Select The Blank

Question Optimum marketing mix is obtained using analysis, _________, implementation and control.

Correct Answer Planning

Your Answer Planning

Multiple Choice Multiple Answer

Question Socio-cultural environment consists of

Correct Answer Social class, Culture

Your Answer Social class, Culture

True/False

Question The super structure indicates ways in which company’s tasks are integrated or coordinated

Correct Answer True

Your Answer True

Multiple Choice Single Answer

Question It sets a sales performance standard against which actual sales results can be compared with potential sales

Correct Answer Sales forecast

Your Answer Sales forecast

Multiple Choice Single Answer

Question It is a paid form of non personal communication.

Correct Answer Advertising

Your Answer Advertising

Multiple Choice Multiple Answer

Question What are the stages in new product development?

Correct Answer Idea screening, Market testing, Commercialisation

Your Answer Idea screening, Market testing, Commercialisation

Select The Blank

Question ________ is a descriptive thought that a person holds about something

Correct Answer Belief

Your Answer Belief

Match The Following

Question Correct Answer Your Answer

Product related consumer characteristics Brand loyalty, Type of usage
Brand loyalty, Type of usage

Demographic Age, Sex Age, Sex

Psychographic Social class, Lifestyle Social class, Buying power

Geographic variables City, Region City, Region

True/False

Question A company’s pricing objectives are influenced by time and circumstances
Correct Answer: True
Your Answer: True

Select The Blank

Question: Major reason for success for new product is ________ product.
Correct Answer: Superior
Your Answer: Superior

Multiple Choice Single Answer

Question: The company earns an acceptable rate of return on their net sales. This profitability objective is called:
Correct Answer: Target return
Your Answer: Profit maximisation

Multiple Choice Single Answer

Question: It helps an organisation to cope with future by setting objectives and making strategies to achieve them
Correct Answer: Planning
Your Answer: Planning

Multiple Choice Multiple Answer

Question: These are the characteristics of services
Correct Answer: Sold on basis of benefits , Quality control is tough
Your Answer: Sold on basis of benefits , Quality control is tough

Multiple Choice Single Answer

Question: Feedback is fastest in which of the following channels:
Correct Answer: Personal selling
Your Answer: Personal selling

True/False

Question: Each product and brand has a status symbol potential
Correct Answer: True
Your Answer: True

Multiple Choice Multiple Answer

Question: The areas which become active after promotion budgets have been set and funds are allocated to promotion mix elements.
Correct Answer: Sales management , Advertising
Your Answer: Sales management , Advertising

True/False

Question: Diversification strategy involves diversifying away from their original core businesses
Correct Answer: True
Your Answer: False

Multiple Choice Single Answer

Question: What is diversification?
Correct Answer: New product–New market
Your Answer: New product–Existing market

Multiple Choice Multiple Answer

Question: After the new product has passed the conceptual stages it becomes more concrete in which stages?
Correct Answer: Test marketing , Commercialisation , Product development
Your Answer: Test marketing , Commercialisation , Product development , Marketing strategy development

Multiple Choice Multiple Answer

Question: Total cost concept includes

Page 9
MM all combined

Correct Answer: Damaged goods, Inventory obsolescence, Transportation

Your Answer: Damaged goods, Inventory obsolescence, Transportation

Multiple Choice Single Answer

Question: These are the elements of a plan that specify how objectives are to be achieved.

Correct Answer: Strategies

Your Answer: Strategies

Multiple Choice Single Answer

Question: Members of this class neither possess family status nor unusual wealth but their primary concern is career.

Correct Answer: Upper-Middle

Your Answer: Upper-Middle

Multiple Choice Single Answer

Question: It refers to the effect price changes have on quantity demanded of a product and the firm's sales revenue.

Correct Answer: Demand elasticity

Your Answer: Demand elasticity

Select The Blank

Question: Demographic, cultural, political, natural etc combine to form _______ environment.

Correct Answer: Macro

Your Answer: Macro

True/False

Question: "The customer is always right" is the spirit of marketing concept.

Correct Answer: True

Your Answer: True

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

True/False

Question: Marketing concept provides a balance to the exchange process within the social system.

Correct Answer: True

Your Answer: True

Multiple Choice Multiple Answer

Question: The culture of a company is conveyed through

Correct Answer: Rites, Myths, Rituals

Your Answer: Rites, Myths, Rituals

Select The Blank

Question: The factor of satisfaction and _______ motives are consistent in society.

Correct Answer: Profit

Your Answer: Profit
Select The Blank
Question A specialty product is _______ intensively distributed than a shopping product
Correct Answer Less
Your Answer Less

Multiple Choice Multiple Answer
Question The areas which become active after promotion budgets have been set and funds are allocated to promotion mix elements.
Correct Answer Sales management, Advertising
Your Answer Sales promotion, Advertising

True/False
Question Sales contests, consumer contests are examples of public relations.
Correct Answer False
Your Answer False

Select The Blank
Question Concentration on that segment of market which has the maximum number of people is called _______
Correct Answer Market fallacy
Your Answer Market fallacy

Multiple Choice Single Answer
Question This allows a marketer to adjust the actual price a customer pays for new product without reducing its list price
Correct Answer Trade-in allowance
Your Answer Trade-in allowance

Select The Blank
Question The demand for a product is _______ when price cut causes revenue to increase.
Correct Answer Price elastic
Your Answer Price elastic

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer Form
Your Answer Form

Multiple Choice Multiple Answer
Question An unhealthy portfolio has
Correct Answer Few stars, More dogs
Multiple Choice Multiple Answer
Question For a low involvement regular purchase product, consumer goes through what all stages of buying process
Correct Answer Need recognition, Purchase decision
Your Answer Need recognition, Purchase decision

True/False
Question Marketer should keep company’s mission and marketing objectives in mind while making pricing decisions.
Correct Answer True
Your Answer True

Match The Following
Question Correct Answer Your Answer
Exclusive Assortment Carrying the line of only one manufacturer
Carrying the line of only one manufacturer

Open bid Contract awarded to lowest bidder
Contract awarded to lowest bidder

Negotiated Contract Direct negotiation with one or more companies covering project and terms
Direct negotiation with one or more companies covering project and terms

Deep Assortment Carrying a product family in depth, drawing on many producer’s output
Carrying a product family in depth, drawing on many producer’s output

Multiple Choice Single Answer
Question “Image building” objectives are common in which type of market structure?
Correct Answer Oligopoly
Your Answer Competition

Select The Blank
Question _______ leads to generalisation where similar stimulus generate the same kind of response
Correct Answer Reinforcement
Your Answer Reinforcement

True/False
Question Companies have strenghts in a number of areas but their key strength are few in number
Correct Answer: True
Your Answer: True

Match The Following
Question: Customer is the focal point in
Correct Answer: Marketing
Your Answer: Marketing

Tangible sources: Capital, machines, raw material
Capital, machines, raw material

Intangible sources: Information, time and technology
Information, time and technology

Consumer to producer: Backward communication
Backward communication

Multiple Choice: Limitations of Traditional cost accounting are
Correct Answer: Assumes factory as an isolated entity, It measures only the cost of producing
Your Answer: Assumes factory as an isolated entity, It measures only the cost of producing

Multiple Choice: A diet conscious person after playing football is thirsty. He opts for:
Correct Answer: Diet coke
Your Answer: Diet coke

Multiple Choice: The greatest amount of satisfaction comes from which utility
Correct Answer: Possession
Your Answer: Possession

True/False: Market forecasts are available from sources like government
Correct Answer: False
Your Answer: False

Multiple Choice: “When to order” is called
Correct Answer: Re-order point
Your Answer: Re-order point

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Multiple Choice Single Answer
Question In which stage of Product life cycle, brand choice is heavily influenced by reference group
Correct Answer Maturity
Your Answer Maturity

Multiple Choice Single Answer
Question These are the elements of a plan that specify how objectives are to be achieved
Correct Answer Strategies
Your Answer Strategies

Multiple Choice Single Answer
Question Major components of marketing mix are:
Correct Answer Product
Your Answer Product

Multiple Choice Single Answer
Question It indicates the degree of differentiation
Correct Answer Structure
Your Answer Culture

Multiple Choice Multiple Answer
Question What are psychogenetic needs
Correct Answer Belonging, Recognition
Your Answer Belonging, Recognition

Select The Blank
Question ________ guides the development of advertisements and personal sales presentations.
Correct Answer AIDA
Your Answer AIDA

Multiple Choice Multiple Answer
Question Adoption rate will be higher and faster if the product has
Correct Answer Lower price, Greater utility, Compatibility with society
Your Answer Complexity, Compatibility with society

Multiple Choice Single Answer
Question It is a reduction in list price granted to channel members for performing marketing functions
Correct Answer Trade discount
Your Answer Trade discount
Select The Blank
Question Product, price, place and promotion are the 4p’s of ________ mix
Correct Answer Marketing
Your Answer Marketing

True/False
Question The cultural environment shows long term trends towards a hedonistic society.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Types of Organisational Market
Correct Answer Reseller market, Industrial market, Government market
Your Answer Reseller market, Industrial market, Government market

Multiple Choice Multiple Answer
Question Characteristics of Effective segmentation
Correct Answer Actionable, Measurable, Accessible
Your Answer Actionable, Measurable, Accessible

Multiple Choice Multiple Answer
Question Disadvantages of Primary data are:
Correct Answer Cost factor, Time factor
Your Answer Cost factor, Time factor, Credibility

Multiple Choice Single Answer
Question Members of this class neither possess family status nor unusual wealth but their primary concern is career
Correct Answer Upper-Middle
Your Answer Upper-Middle

True/False
Question A channel’s length is also called as horizontal dimension.
Correct Answer False
Your Answer False

True/False
Question Change in company structure from divisional to matrix also mean changes in the systems in various degrees
Correct Answer True
Your Answer False

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Multiple Choice Single Answer
Question: It limits the alternatives that a decision maker takes in a given situation
Correct Answer: Policy
Your Answer: Policy

Multiple Choice Multiple Answer
Question: Total cost includes:
Correct Answer: Fixed cost, Variable cost
Your Answer: Fixed cost, Variable cost

Multiple Choice Single Answer
Question: Government units that purchase or rent goods for carrying out main functions of government is called
Correct Answer: Government Market
Your Answer: Government Market

Select The Blank
Question: _______ is a descriptive thought that a person holds about something
Correct Answer: Belief
Your Answer: Belief

Select The Blank
Question: Specific _______ emerge from broad strategies
Correct Answer: Tactics
Your Answer: Objectives

Multiple Choice Single Answer
Question: It focuses on one or more selected market segments and develops separate marketing mix for each segment
Correct Answer: Target Marketing
Your Answer: Target Marketing

Select The Blank
Question: Product _______ plays a major role in distribution strategy
Correct Answer: Awareness
Your Answer: Awareness

True/False
Question: Buyers are geographically concentrated in the consumer market.
Correct Answer: False
Multiple Choice Single Answer
Question D in AIDA stands for:
Correct Answer Desire
Your Answer Demand

Multiple Choice Multiple Answer
Question Senses in our body are
Correct Answer Taste, Touch, See
Your Answer Taste, Touch, See

True/False
Question Shorter production runs are required to produce large number of products in multi-segment strategy
Correct Answer True
Your Answer True

True/False
Question Changes in consumer’s buying patterns affects channel’s horizontal and vertical dimensions.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question The areas which become active after promotion budgets have been set and funds are allocated to promotion mix elements.
Correct Answer Sales management, Advertising
Your Answer Pricing, Sales promotion, Sales management, Advertising

True/False
Question “To increase the market share of our product”. Is it a well defined objective?
Correct Answer False
Your Answer True

Multiple Choice Single Answer
Question It indicates the degree of differentiation
Correct Answer Structure
Your Answer Status

Multiple Choice Multiple Answer
Question Product characteristics that influence channel selection are
Correct Answer Complexity, Perishability, Weight
Your Answer Complexity, Perishability, Buyer wants for a specific product

Multiple Choice Single Answer
Question It concentrates on organisation design and work flow
Correct Answer Flotilla
Your Answer Systems approach
Multiple Choice Multiple Answer
Question: Key concepts of systems view of management includes
Correct Answer: Optimisation concept, Total cost concept, Cost trade-off concept
Your Answer: Optimisation concept, Total cost concept, Cost trade-off concept, Inventory carrying cost concept

Multiple Choice Multiple Answer
Question: Characteristics of Effective segmentation
Correct Answer: Actionable, Measurable, Accessible
Your Answer: Actionable, Measurable, Reciprocal, Accessible

Multiple Choice Multiple Answer
Question: Criteria for choosing distribution channels are:
Correct Answer: Market coverage, Control, Costs
Your Answer: Market coverage, Control, Costs, Buyer characteristics

Multiple Choice Multiple Answer
Question: These are the characteristics of services
Correct Answer: Sold on basis of benefits, Quality control is tough
Your Answer: Sold on basis of benefits, Mechanised and automated, Quality control is tough

Match The Following
Question
Correct Answer
Your Answer
Customer is the focal point in Marketing
Marketing
Tangible sources Capital, machines, raw material
Capital, machines, raw material
Intangible sources Information, time and technology
Information, time and technology
Consumer to producer Backward communication Forward communication

Select The Blank
Question: _______ concept increases the efficiency of economic system
Correct Answer: Marketing
Your Answer: Marketing

True/False
Question: Product concept testing through physical presentation increase the reliability of test.
Correct Answer: True
Your Answer: True

True/False
Question: The demand for necessities tends to be more price elastic than the demand for luxury products.
Correct Answer: False
Your Answer: True
Select The Blank

Question: Specific ________ emerge from broad strategies
Correct Answer: Tactics
Your Answer: Plans

Multiple Choice Multiple Answer

Question: When is demand price elastic?
Correct Answer: Price cut causes revenue to increase, Price rise causes revenue to decrease
Your Answer: Price cut causes revenue to increase, Price cut causes revenue to decrease, Price rise causes revenue to decrease, Price rise causes revenue to increase

Match The Following

Question Correct Answer Your Answer
Exclusive Assortment Carrying the line of only one manufacturer Carrying the line of only one manufacturer
Open bid Contract awarded to lowest bidder Contract awarded to lowest bidder
Negotiated Contract Direct negotiation with one or more companies covering project and terms Direct negotiation with one or more companies covering project and terms
Deep Assortment Carrying a product family in depth, drawing on many producer’s output Carrying a product family in depth, drawing on many producer’s output

Multiple Choice Single Answer

Question: What is product concept?
Correct Answer: Detailed version of idea stated in consumer terms
Your Answer: Consumer’s perception of an actual product

Multiple Choice Single Answer

Question: A diet conscious person after playing football is thirsty. He opts for :-
Correct Answer: Diet coke
Your Answer: Diet coke

Multiple Choice Multiple Answer

Question: The culture of a company is conveyed through
Correct Answer: Rites, Myths, Rituals
Your Answer: Rites, Myths, Rituals, Style

True/False

Question: Marketing and production costs are high in multi-segment strategy
Correct Answer: True
Your Answer: True
Select The Blank
Question The onus of advertising, pricing and sales promotion policies is put on ________ distribution.
Correct Answer Exclusive
Your Answer Exclusive

Select The Blank
Question The cost of warehousing, transportation, inventory and handling products together constitutes ________ concept.
Correct Answer Total cost
Your Answer Fixed cost

Multiple Choice Single Answer
Question It is his duty to analyse and convert data to information
Correct Answer Researcher
Your Answer Marketing Manager

Select The Blank
Question Firm’s that lack promotional skills rely on ________ for promotional push.
Correct Answer Middlemen
Your Answer Advertising agents

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer Form
Your Answer Possession

True/False
Question A company’s pricing objectives are influenced by time and circumstances
Correct Answer True
Your Answer True

Select The Blank
Question ________ directs the flow of goods and services from the producer to the ultimate consumer
Correct Answer Marketing
Your Answer Marketing

Select The Blank
Question Messages are made of ________
Correct Answer Symbols
Your Answer Words

Select The Blank
Question The research objectives are stated as ________ to be tested
Correct Answer Hypothesis
Your Answer Data

True/False
Question: Boston consultance group Matrix focusses on future business.
Correct Answer: False
Your Answer: True

True/False
Question: Storage helps firms balance supply and demand.
Correct Answer: True
Your Answer: True

Multiple Choice Single Answer
Question: This strategic posture takes the current industry structure and its future evolution as given and then react to the opportunities the market offers.
Correct Answer: Adapters
Your Answer: Options

Multiple Choice Multiple Answer
Question: Conditions for a Successful Communication are:
Correct Answer: Sender transmits message, Receiver receives message
Your Answer: Sender transmits message, Receiver receives message, Message has meaning

Multiple Choice Single Answer
Question: 4p's of Marketing should be considered in conjunction with
Correct Answer: 4C's
Your Answer: 4C's

Multiple Choice Single Answer
Question: When the quantity bought remains steady regardless of change in price, it is called
Correct Answer: Price inelastic
Your Answer: Price elastic

Multiple Choice Multiple Answer
Question: Marketing channels for consumer products is longer because
Correct Answer: Number of consumers are more, Consumers buy smaller quantities, Buying patterns of consumers is easy to detect.
Your Answer: Number of consumers are more, Consumers are geographically concentrated, Consumers buy smaller quantities

Multiple Choice Single Answer
Question: "How much to order" is also called as
Correct Answer: Basic stock
Your Answer: Re-order point

True/False
Question: Firms that lack promotional capabilities rely on middlemen.
Correct Answer: True
Your Answer: True

Multiple Choice Single Answer
Question: The greatest amount of satisfaction comes from which utility

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Correct Answer: Possession
Your Answer: Possession

Multiple Choice Multiple Answer
Question: What are psychogenetic needs
Correct Answer: Belonging, Recognition
Your Answer: Belonging, Recognition

Select The Blank
Question: ________ provides more information than Advertising and is relatively inexpensive.
Correct Answer: Publicity
Your Answer: Public relations

Select The Blank
Question: ________ is seen as an integral process that converts materials into goods
Correct Answer: Systems
Your Answer: Statistical quality control

Select The Blank
Question: ________ measures actual sales and not intentions to buy
Correct Answer: Market tests
Your Answer: Correlation method

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Multiple Choice Multiple Answer
Question: Trade promotions include
Correct Answer: Push money allowance, Promotional allowance
Your Answer: Push money allowance, Cash rebates, Promotional allowance

Multiple Choice Single Answer
Question: What is product development?
Correct Answer: New product—Existing market
Your Answer: Existing product—New market

True/False
Question: Firms that lack promotional capabilities rely on middlemen.
Correct Answer: True
Your Answer: True

Select The Blank
Question: Customers are brand, style and type conscious when buying ________ products.
Correct Answer: Special
Your Answer: Convenience
Multiple Choice Multiple Answer
Question The tangible inputs in a business are
Correct Answer Capital, Machine, Time
Your Answer Capital, Technology, Machine

Multiple Choice Multiple Answer
Question Ways to make people do trial purchases?
Correct Answer Coupon offers, Discounts, Samples
Your Answer Coupon offers, Discounts, Samples

Match The Following
Question Correct Answer Your Answer
Ballast business Fit well but low opportunities Misfit with understanding of
Corporate parenting Managing SBU’s by a corporate Managing SBU’s by a
corporate
Heartland business Give the highest priority Give the highest priority

Select The Blank
Question ________ is some characteristic of people in the market that
helps in dividing it.
Correct Answer Factor
Your Answer Age

Multiple Choice Single Answer
Question It appraises the organisation’s capacity to respond to these
opportunities and threats
Correct Answer Organisational assessment
Your Answer Organisational assessment

True/False
Question Marketing channels move products from customers to
manufacturer.
Correct Answer False
Your Answer False

Select The Blank
Question There are more number of substitutes for ________
MM all combined

products.
   Correct Answer   Multi use
   Your Answer     Shopping

True/False
   Question       The demand for necessities tends to be more price elastic
                   than the demand for luxury products.
   Correct Answer False
   Your Answer    False

True/False
   Question       Survey of buyers' intentions technique is comparatively costly
                   and the data gathered is of questionable value.
   Correct Answer True
   Your Answer    True

Select The Blank
   Question ________ method is suitable for products with a stable
                   demand pattern
   Correct Answer Simple trend analysis
   Your Answer    Simple trend analysis

True/False
   Question       Diversification strategy involves diversifying away from their
                   original core businesses
   Correct Answer True
   Your Answer    True

Select The Blank
   Question ________ occurs when people inspite of being qualified and
                   experienced and trained have to settle for a low level job.
   Correct Answer Underemployment
   Your Answer    Inflation

Multiple Choice Single Answer
   Question       The greatest amount of satisfaction comes from which utility
   Correct Answer Possession
   Your Answer    Time

Multiple Choice Multiple Answer
   Question       Market segmentation can be done on the basis of following factors
   Correct Answer Psychographic, Demographic, Geographic
   Your Answer    Psychographic, Demographic, Geographic, Economic
Multiple Choice Single Answer
Question Who provides time and place utility?
Correct Answer Intermediary
Your Answer Supplier

Multiple Choice Single Answer
Question What is the most important promotion activity required in Industrial buying process
Correct Answer Personal selling
Your Answer Advertising

Select The Blank
Question ________is a strong internal stimulus impelling action
Correct Answer Drive
Your Answer Belief

Select The Blank
Question Module of Flotilla strikes an optimum balance of ________ and flexibility
Correct Answer Standardisation
Your Answer Standardisation

Select The Blank
Question The cost of warehousing, transportation, inventory and handling products together constitutes ________ concept.
Correct Answer Total cost
Your Answer Total cost

True/False
Question A company’s pricing objectives are influenced by time and circumstances
Correct Answer True
Your Answer True

True/False
Question Market segmentation is the decision to identify different groups that compose the market and to develop specific product for each of these groups.
Correct Answer False
Your Answer True

True/False
Question Marketing strategies are developed to support broad marketing objectives
Correct Answer True
Your Answer True
Match The Following
Question Correct Answer Your Answer

Cash discount Given for paying promptly Given for paying promptly

Trade discount Reduction in list price to channel members Discount percentage increases as the quantity purchased increases

Cumulative quantity discount Discount percentage increases as the quantity purchased increases Applies to multiple orders

Non-cumulative quantity discount Applies to a single order Applies to a single order

Multiple Choice Single Answer
Question This method enables the forecaster to take into consideration seasonal fluctuations and long term fluctuations
Correct Answer Time Series Analysis
Your Answer Sales Forecast

Multiple Choice Multiple Answer
Question Uses of Market research are:
Correct Answer Advertising effectiveness , Sales forecasting , Identifying market trends
Your Answer Advertising effectiveness , Sales forecasting , Identifying market trends

Multiple Choice Multiple Answer
Question Types of product classification
Correct Answer Consumables , Durables , Services
Your Answer Consumables , Durables , Services

Multiple Choice Multiple Answer
Question Planning of long term strategies are based on following factors:
Correct Answer Opportunity , Objectives, Strategies, Situation assessment, Organisation mission , Resources
Your Answer Opportunity , Strengths , Objectives, Strategies, Situation assessment, Organisation mission , Resources

Multiple Choice Single Answer
Question The input to 'Stimulus Response Model' is
Multiple Choice Single Answer
Question The organisation focusses attention on one market segment and develops one marketing mix for that segment. This is known as:
Correct Answer Concentration
Your Answer Concentration

Multiple Choice Multiple Answer
Question Categories of adopters are
Correct Answer Innovators, Early adopters, Laggards
Your Answer Innovators, Early adopters

Multiple Choice Single Answer
Question It is the most influential primary reference group shaping a buyer’s behaviour
Correct Answer Family
Your Answer Family

Multiple Choice Single Answer
Question This discount is offered to customers to encourage them to remain loyal buyers
Correct Answer Quantity discount
Your Answer Trade discount

Multiple Choice Single Answer
Question An example of Want is:
Correct Answer Continental food
Your Answer Continental food

Select The Blank
Question ________ planning determines the number, location and ownership of warehouses.
Correct Answer Warehouse
Your Answer Inventory

Select The Blank
Question ________ product is sold for use in producing other goods or services
Correct Answer Industrial
Your Answer Industrial

Multiple Choice Single Answer
MM all combined

Question Members of this group are average white and blue collar workers who aim for better living
Correct Answer Middle class
Your Answer Upper-Middle

Multiple Choice Multiple Answer
Question Types of strategic business units are :
Correct Answer Stars, Cash cows, Question marks
Your Answer Stars, Cash cows, Goats

Multiple Choice Single Answer
Question Groups having a direct influence on a person are called
Correct Answer Membership groups
Your Answer Homogeneous groups

Multiple Choice Single Answer
Question A diet conscious person after playing football is thirsty. He opts for :-
Correct Answer Diet coke
Your Answer Diet coke

True/False
Question Systems are formal and informal rules and regulations that complements the company structure
Correct Answer True
Your Answer True

True/False
Question Pricing strategies change over the life cycle of the product
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer Form
Your Answer Form

Multiple Choice Multiple Answer
Question Characteristics of mass market strategy are :
Correct Answer One market mix for target market, One distribution and promotion strategy
Your Answer One market mix for target market, Number of pricing strategies, One distribution and promotion strategy
True/False
Question A channel’s length is also called as horizontal dimension.
Correct Answer False
Your Answer False

Multiple Choice Single Answer
Question It concentrates on organisation design and work flow
Correct Answer Flotilla
Your Answer Statistical quality control

Select The Blank
Question ________ distribution is used when a small percentage of customers account for a large part of sale.
Correct Answer Selective
Your Answer Selective

Multiple Choice Multiple Answer
Question The reseller’s assortment influences it’s
Correct Answer Marketing mix, Customer mix, Supplier mix
Your Answer Marketing mix, Customer mix, Buyer mix

Select The Blank
Question Specific ________ emerge from broad strategies
Correct Answer Tactics
Your Answer Objectives

Multiple Choice Single Answer
Question What is Market development?
Correct Answer Existing product-New market
Your Answer New product-New market

Multiple Choice Multiple Answer
Question Income, occupation, education, age, marital status are factors of which type of segmentation?
Correct Answer Geographic, Demographic
Your Answer Demographic

Select The Blank
Question There are more number of substitutes for ________ products.
Correct Answer Multi use
Your Answer Multi use
Multiple Choice Multiple Answer
Question These are the characteristics of services
Correct Answer Sold on basis of benefits, Quality control is tough
Your Answer Sold on basis of benefits, Quality control is tough

Multiple Choice Multiple Answer
Question Planning of long term strategies are based on following factors:
Correct Answer Opportunity, Objectives, Strategies, Situation assessment, Organisation mission, Resources
Your Answer Strengths, Objectives, Strategies, Situation assessment, Organisation mission, Resources

Select The Blank
Question Competition tends to focus on ______ as a product moves through its life cycle.
Correct Answer Price
Your Answer Quality

Select The Blank
Question The onus of advertising, pricing and sales promotion policies is put on ______ distribution.
Correct Answer Exclusive
Your Answer Integral

Select The Blank
Question ______ is a strong internal stimulus impelling action
Correct Answer Drive
Your Answer Drive

True/False
Question Market forecasts are available from sources like government
Correct Answer False
Your Answer True

Multiple Choice Multiple Answer
Question Physical distribution management includes
Correct Answer Manufacturer, Middlemen, Warehouse operators
Your Answer Manufacturer, Customer, Middlemen, Warehouse operators

True/False
Question Consumer behaviour is more challenging across international border.
MM all combined

Correct Answer: True
Your Answer: True

Multiple Choice Single Answer
Question: Manufacturers offering variety of price promotions to their middlemen is called
Correct Answer: Trade promotion
Your Answer: Trade-in allowance

Select The Blank
Question: Total cost is the sum of _________ + Variable cost.
Correct Answer: Fixed cost
Your Answer: Fixed cost

Multiple Choice Multiple Answer
Question: Money is invested by way of
Correct Answer: Debt, Equity
Your Answer: Risk, Equity

Select The Blank
Question: _________ describes a person’s favourable or unfavourable action tendencies towards object
Correct Answer: Attitudes
Your Answer: Attitudes

Multiple Choice Single Answer
Question: Consumerism emerged in which era of Marketing?
Correct Answer: Sales
Your Answer: Sales

Match The Following

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wide market coverage is achieved. Intensive distribution.</td>
<td>Intensive distribution.</td>
<td></td>
</tr>
<tr>
<td>Helps in the process of matching demand and supply.</td>
<td>Marketing channel</td>
<td></td>
</tr>
<tr>
<td>No intermediaries between producer and consumer.</td>
<td>Direct channel</td>
<td></td>
</tr>
<tr>
<td>Combining two or more levels of a channel under one participant’s control.</td>
<td>Vertical integration</td>
<td></td>
</tr>
</tbody>
</table>
True/False
Question Logistics is an area of potentially high cost saving and improves customer satisfaction.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Decline in buying power due to price levels rising more rapidly than income is called
Correct Answer Inflation
Your Answer Inflation

True/False
Question In pure competition many sellers and buyers are there and have major effect on demand and supply of the product’s market price
Correct Answer False
Your Answer True

Select The Blank
Question ______ measures actual sales and not intentions to buy
Correct Answer Market tests
Your Answer Market tests

Multiple Choice Single Answer
Question This strategic posture invests sufficiently to stay in the race but avoids pre-mature commitments
Correct Answer Reserve the right to play
Your Answer Reserve the right to play

Multiple Choice Single Answer
Question As a person acquires additional units of a product, the amount of satisfaction (each unit adds to total satisfaction), is less than the previous unit. This is called
Correct Answer Law of diminishing marginal utility
Your Answer Law of diminishing marginal utility

Multiple Choice Single Answer
Question New product forms and brands enter in which stage of product life cycle?
Correct Answer Growth
Your Answer Introductory

Select The Blank
Question ______ leads to generalisation where similar stimulus
generate the same kind of response
Correct Answer Reinforcement
Your Answer Cues

True/False
Question Marketer should keep company’s mission and marketing objectives in mind while making pricing decisions.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Socio-cultural environment consists of
Correct Answer Social class , Culture
Your Answer Technology , Social class , Culture

Multiple Choice Multiple Answer
Question Commercial sources have following sources
Correct Answer Advertising , Packaging , Sales persons
Your Answer Advertising , Packaging , Mass media

True/False
Question After sales service is provided in a customer oriented firm
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Product should be considered from the point of view of
Correct Answer Customer
Your Answer Customer

Multiple Choice Multiple Answer
Question Types of Organisational Market
Correct Answer Reseller market , Industrial market , Government market
Your Answer Reseller market , Industrial market , Government market

Multiple Choice Multiple Answer
Question Research design is classified as :
Correct Answer Function , Methodology
Your Answer Function , Methodology , Predictive , Experimental

Multiple Choice Single Answer
Question A diet conscious person after playing football is thirsty. He opts for :–
Correct Answer: Diet coke
Your Answer: Diet coke

True/False
Question: "Idea screening" stage reduces the number of ideas based on company's criteria.
Correct Answer: True
Your Answer: True

Multiple Choice Multiple Answer
Question: Categories of adopters are
Correct Answer: Innovators, Early adopters, Laggards
Your Answer: Innovators, Early adopters, Late adopters, Laggards

True/False
Question: Secondary data is cheaper and faster to collect than primary data
Correct Answer: True
Your Answer: True

Multiple Choice Single Answer
Question: This method enables the forecaster to take into consideration seasonal fluctuations and long term fluctuations
Correct Answer: Time Series Analysis
Your Answer: Time Series Analysis

Select The Blank
Question: Wholesalers and retailers help manufacturer in carrying __________ flow to final buyers.
Correct Answer: Title
Your Answer: Title

True/False
Question: "Promotion" is considered in conjunction with "Convenience".
Correct Answer: False
Your Answer: True

Multiple Choice Single Answer
Question: To serve a market segment profitably means
Correct Answer: Sales revenue generated is more than cost of marketing effort
Your Answer: Sales revenue generated is more than cost of marketing effort

Multiple Choice Multiple Answer
Question Uses of Market research are:
Correct Answer Advertising effectiveness, Sales forecasting, Identifying market trends
Your Answer Advertising effectiveness, Sales forecasting, Identifying market trends, MIS formation

Match The Following
Question Correct Answer Your Answer
Motivational research It analyses consumer motives It is used to forecast future values such as sales revenue etc
Historical research Uses past experiences to find solutions Uses past experiences to find solutions
Survey research Obtains data from respondents in person Obtains data from respondents in person
Experimental research One factor is constant and holding other factors Tests hypothesis about the relationship between dependent variables

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Multiple Choice Multiple Answer
Question Major role of promotion is to :
Correct Answer Persuade, Inform, Remind
Your Answer Persuade, Inform, Remind

True/False
Question A drive is a need that sufficiently presses a person to act
Correct Answer True
Your Answer True

True/False
Question The key to successful new product introduction lies in a systems approach.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question D in AIDA stands for :
Correct Answer Desire
Your Answer Desire

Multiple Choice Single Answer
Question: Higher the perceived quality of the product, higher will be the perceived price. Such products are called:
Correct Answer: Prestige
Your Answer: Prestige

Multiple Choice Single Answer
Question: It refers to formal and informal rules, regulations and procedures that complements the company structure.
Correct Answer: Systems
Your Answer: Systems

Multiple Choice Single Answer
Question: The output of Stimulus Response Model is
Correct Answer: Product decision
Your Answer: Product decision

True/False
Question: Style of a company are the patterns of actions taken by members of top management over a period of time.
Correct Answer: True
Your Answer: True

Select The Blank
Question: Buyer’s response in ________ method may not be applicable in other markets.
Correct Answer: Market tests
Your Answer: Market tests

True/False
Question: Services can be stored in inventory.
Correct Answer: False
Your Answer: False

True/False
Question: Consumer needs are matched with the company capabilities and goals in marketing process.
Correct Answer: True
Your Answer: True

Multiple Choice Multiple Answer
Question: The participants in a communication process are:
Correct Answer: Source, Recipient
Your Answer: Source, Recipient
Select The Blank

Question ________ is synonymous with non-recurrent data system (RDS)
Correct Answer Market research
Your Answer Market research

True/False

Question Publicity is news carried in the mass media about a firm and its products, policies or actions.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer

Question Product characteristics that influence channel selection are
Correct Answer Complexity, Perishability, Weight
Your Answer Complexity, Perishability, Weight

Multiple Choice Multiple Answer

Question Limitations of Traditional cost accounting are
Correct Answer Assumes factory as an isolated entity, It measures only the cost of producing
Your Answer Assumes factory as an isolated entity, It measures only the cost of producing, It uses time as a unit of measure

Multiple Choice Single Answer

Question A diet conscious person after playing football is thirsty. He opts for :-
Correct Answer Diet coke
Your Answer Diet coke

Multiple Choice Multiple Answer

Question Criteria for choosing distribution channels are :
Correct Answer Market coverage, Control, Costs
Your Answer Market coverage, Control, Costs

Match The Following

Question Correct Answer Your Answer
Wide market coverage is achieved. Intensive distribution. Intensive distribution.
Helps in the process of matching demand and supply. Marketing channel
No intermediaries between producer and consumer. Direct channel

Page 37
Combining two or more levels of a channel under one participant's control.
Vertical integration

Select The Blank
Question In production era, demand is ________ than supply
Correct Answer Greater
Your Answer Greater

Multiple Choice Multiple Answer
Question How does 'structure' reduce external uncertainty arising out of human behaviour
Correct Answer Research and planning, Forecasting
Your Answer Division of labour, Departmentalisation

Match The Following
Question Correct Answer Your Answer
Many sellers and buyers and none of them have much effect on the total demand, supply and product's market price Pure competition, Pure competition

Only one seller and no competition permitted legally Monopoly

Few sellers but account for bulk of industry's sales Oligopoly

Many sellers and buyers and each seller's offering is somewhat different than others Monopolistic Oligopoly

Select The Blank
Question ________is a strong internal stimulus impelling action
Correct Answer Drive
Your Answer Belief

True/False
Question Market segmentation is the decision to identify different groups that compose the market and to develop specific product for each of these groups.
Correct Answer False
Your Answer True

Multiple Choice Single Answer
Question The frequency at which a product is used is called?
Correct Answer Usage rate
Multiple Choice Multiple Answer

Question: Types of psychological pricing are
Correct Answer: Prestige, Leader
Your Answer: Prestige, Leader

Multiple Choice Multiple Answer

Question: Planning of long term strategies are based on following factors:
Correct Answer: Opportunity, Objectives, Strategies, Situation assessment, Organisation mission, Resources
Your Answer: Opportunity, Strengths, Resources

Select The Blank

Question: ________ is an important tool for planning and controlling the firm’s activities
Correct Answer: Sales Forecast
Your Answer: Sales Forecast

Select The Blank

Question: A speciality product is ________ intensively distributed than a shopping product
Correct Answer: Less
Your Answer: Less

Multiple Choice Single Answer

Question: It is the process of selecting people for company positions and developing skills and abilities for assignments in the company
Correct Answer: Staffing
Your Answer: Staffing

Select The Blank

Question: Specific ________ emerge from broad strategies
Correct Answer: Tactics
Your Answer: Objectives

Select The Blank

Question: The research objectives are stated as ________ to be tested
Correct Answer: Hypothesis
Your Answer: Hypothesis

Multiple Choice Multiple Answer

Question: Socio-cultural environment consists of
Correct Answer Social class, Culture  
Your Answer Social class, Culture  

Select The Blank  
Question ______ of physical distribution activities increases it's productivity as well as of manufacturer.  
Correct Answer Automation  
Your Answer Automation  

Multiple Choice Multiple Answer  
Question How does ‘structure’ reduce internal uncertainty arising out of human behaviour  
Correct Answer Control mechanism, Departmentalisation  
Your Answer Control mechanism, Departmentalisation, Specialisation  

Multiple Choice Single Answer  
Question What factors constitute natural environment?  
Correct Answer Natural resources  
Your Answer Natural resources  

Multiple Choice Multiple Answer  
Question For exchange to take place, which conditions must be satisfied?  
Correct Answer Atleast two parties, Each party is capable of communication and delivery, Each party has something that might be of value to the other party  
Your Answer Atleast two parties, Each party is capable of communication and delivery, Each party has something that might be of value to the other party  

True/False  
Question Internal records such as sales reports, cost and accounting information are expensive to obtain.  
Correct Answer False  
Your Answer False  

Select The Blank  
Question Product ______ plays a major role in distribution strategy.  
Correct Answer Awareness  
Your Answer Packaging  

Multiple Choice Multiple Answer  
Question Total cost includes:  
Correct Answer Fixed cost, Variable cost  
Your Answer Total cost, Fixed cost, Variable cost
True/False
Question Demand for industrial goods fluctuate more than consumer demand
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question It is is the data which has been converted to a useful form for decision making
Correct Answer Information
Your Answer Information

True/False
Question Product development includes starting another business or buying businesses outside of their current line.
Correct Answer False
Your Answer False

Select The Blank
Question Skimming pricing involves________ risk.
Correct Answer Low
Your Answer Marginal

Multiple Choice Single Answer
Question A in AIDA stands for :
Correct Answer Awareness
Your Answer Advertising

Multiple Choice Single Answer
Question This pricing objective involves setting a low price to discourage entry of new firms.
Correct Answer Stay out
Your Answer Stay out

Multiple Choice Single Answer
Question It is the process of influencing one’s behaviour by sharing ideas, feelings and information.
Correct Answer Communication
Your Answer Promotion

LIST OF ATTEMPTED QUESTIONS AND ANSWERS
Question Deciding on the number of intermediaries to be employed by a producer is called:
Correct Answer  Intensity distribution
Your Answer  Intensity distribution

Select The Blank
Question  ________ distribution is used when a small percentage of customers account for a large part of sale.
Correct Answer  Selective
Your Answer  Exclusive

Multiple Choice Single Answer
Question  Profits are negative in which stage of product life cycle?
Correct Answer  Introductory
Your Answer  Introductory

Multiple Choice Multiple Answer
Question  When is demand inelastic?
Correct Answer  Price cut causes revenue to decrease , Price rise causes revenue to increase
Your Answer  Price cut causes revenue to decrease , Price rise causes revenue to increase

Multiple Choice Single Answer
Question  Which is the products that potential customers do not know about it or they do not want yet.
Correct Answer  Unsought
Your Answer  Unsought

Multiple Choice Single Answer
Question  4p's of of Marketing should be considered in conjunction with
Correct Answer  4C's
Your Answer  4C's

Multiple Choice Single Answer
Question  Recovery stage in business cycle is also called
Correct Answer  Upswing
Your Answer  Upswing

Select The Blank
Question  Buyer’s response in ________ method may not be applicable in other markets
Correct Answer  Market tests
Your Answer  Market tests

Multiple Choice Single Answer
Question  The greatest amount of satisfaction comes from which utility
Correct Answer  Possession
Your Answer  Form
Multiple Choice Single Answer
Question Government units that purchase or rent goods for carrying out main functions of government is called
Correct Answer Government Market
Your Answer Government Market

Multiple Choice Single Answer
Question In which phase of production era, the producer and consumer are the same?
Correct Answer Subsistence
Your Answer Subsistence

Multiple Choice Single Answer
Question “Image building” objectives are common in which type of market structure?
Correct Answer Oligopoly
Your Answer Competition

True/False
Question Marketer should keep company’s mission and marketing objectives in mind while making pricing decisions.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question New products enter the market and old customers make repeat purchase during which stage of product life cycle?
Correct Answer Growth
Your Answer Growth

Match The Following
Sales forecast Sales volume
Correlation method Historical data
Market forecast Industry trade associations
Economic forecast Government

True/False
Question Experimental research involves obtaining data from respondents in person, mail or by phone
Correct Answer False
Your Answer False

Select The Blank
Question Specific ________ emerge from broad strategies
Correct Answer Tactics
Your Answer Tactics
Multiple Choice Multiple Answer
Question Ways to make people do trial purchases?
Correct Answer Coupon offers, Discounts, Samples
Your Answer Good packaging, Coupon offers, Discounts

True/False
Question Publicity is news carried in the mass media about a firm and its products, policies or actions.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question This data is originated by original research through observation/enquiry
Correct Answer Primary data
Your Answer Primary data

True/False
Question The demand for a specific brand within a product category is called selective demand.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Consumerism emerged in which era of Marketing?
Correct Answer Sales
Your Answer Marketing

Multiple Choice Multiple Answer
Question Physical distribution management includes
Correct Answer Manufacturer, Middlemen, Warehouse operators
Your Answer Manufacturer, Middlemen, Warehouse operators

True/False
Question Changes in consumer’s buying patterns affects channel’s horizontal and vertical dimensions.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question It is the series of marketing institutions that help in moving the product from producer to the ultimate user.
Correct Answer Marketing channel
Your Answer Marketing channel

True/False
Question Each product and brand has a status symbol potential
Correct Answer True
Your Answer True

Multiple Choice Single Answer
MM all combined

Question: Recession stage in business cycle is also called
Correct Answer: Slowdown
Your Answer: Slowdown

Multiple Choice Single Answer
Question: Lead time for a product is 10 days and usage rate is 6 units/day. Reorder point will be
Correct Answer: 60 units
Your Answer: 60 units

Multiple Choice Single Answer
Question: Who provides time and place utility?
Correct Answer: Intermediary
Your Answer: Buyer

True/False
Question: The greater the number of substitutes for a product, the less price elastic is its demand.
Correct Answer: False
Your Answer: True

Multiple Choice Single Answer
Question: It gathers, records and analyses data about problems related to Marketing
Correct Answer: Market Research
Your Answer: Market Research

Select The Blank
Question: _______ directs the flow of goods and services from the producer to the ultimate consumer
Correct Answer: Marketing
Your Answer: Marketing

Multiple Choice Multiple Answer
Question: A transaction takes place when
Correct Answer: There is time and place of agreement, Two things of value, Agreed upon conditions
Your Answer: One thing of value, There is time and place of agreement, Agreed upon conditions

Match The Following
Question: Correct Answer Your Answer
Customer is the focal point in Marketing Selling
Tangible sources Capital, machines, raw material Capital, machines, raw material
Intangible sources Information, time and technology Information, time and technology
Consumer to producer Backward communication Marketing
Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer Form
Your Answer Form

True/False
Question Consumer behaviour is easy to understand in familiar
country like India for Indians.
Correct Answer False
Your Answer False

Multiple Choice Multiple Answer
Question How does 'structure' reduce external uncertainty arising
out of human behaviour
Correct Answer Research and planning, Forecasting
Your Answer Research and planning, Forecasting, Division of
labour

Multiple Choice Multiple Answer
Question The reseller’s assortment influences it's
Correct Answer Marketing mix, Customer mix, Supplier mix
Your Answer Marketing mix, Customer mix, Supplier mix

Multiple Choice Single Answer
Question A diet conscious person after playing football is thirsty. He
opts for:--
Correct Answer Diet coke
Your Answer Diet coke

Select The Blank
Question Major reason for success for new product is ________
product.
Correct Answer Superior
Your Answer Correctly positioned

Multiple Choice Single Answer
Question It is that element of a plan that specifies what is to be
accomplished
Correct Answer Objectives
Your Answer Objectives

Select The Blank
Question Optimum marketing mix is obtained using analysis,
_______, implementation and control.
Correct Answer Planning
Your Answer Planning

Select The Blank
Question ________ routinely performs all functions on recurrent,
internal and external data
Correct Answer: Recurrent data system (RDS)
Your Answer: Recurrent data system (RDS)

True/False
Question: Shorter production runs are required to produce large number of products in multi-segment strategy
Correct Answer: True
Your Answer: True

Select The Blank
Question: __________ allowance is used to communicate about the values of the product and special event
Correct Answer: Promotion
Your Answer: Promotion

Multiple Choice Multiple Answer
Question: For exchange to take place, which conditions must be satisfied?
Correct Answer: Atleast two parties, Each party is capable of communication and delivery, Each party has something that might be of value to the other party
Your Answer: Atleast two parties, Each party is capable of communication and delivery, Each party has something that might be of value to the other party

True/False
Question: Companies have strenghts in a number of areas but their key strength are few in number
Correct Answer: True
Your Answer: True

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Select The Blank
Question: __________ is an important tool for planning and controlling the firm's activities
Correct Answer: Sales Forecast
Your Answer: Sales Forecast

Multiple Choice Single Answer
Question: These items are directly bought by industrial buyers from producers rather than the middlemen
Correct Answer: Expensive
Your Answer: Non durables
Multiple Choice Single Answer

Question The greatest amount of satisfaction comes from which utility
Correct Answer Possession
Your Answer Possession

True/False

Question The key to successful new product introduction lies in a systems approach.
Correct Answer True
Your Answer True

Match The Following

Question Correct Answer Your Answer

Ballast business Fit well but low opportunities Some fit and some misfit

Gap analysis Difference between desired and projected performance
Difference between desired and projected performance

Corporate parenting Managing SBU’s by a corporate Managing SBU’s by a corporate

Heartland business Give the highest priority Fit well but low opportunities

Multiple Choice Multiple Answer

Question Aspects of political environment are:
Correct Answer Form of government adopted, Media and pressure groups, Government stability
Your Answer Form of government adopted, Media and pressure groups, Government stability

Multiple Choice Single Answer

Question It limits the alternatives that a decision maker takes in a given situation
Correct Answer Policy
Your Answer Policy

Select The Blank

Question ________ concept increases the efficiency of economic system
Correct Answer Marketing
Your Answer Marketing

Match The Following

Question Correct Answer Your Answer
Biogenetic needs: Hunger, Thirst

Actual self concept: How person views himself

Others self concept: How the person thinks others see him

Personality: Deference, Autonomy, Esteem, Recognition

True/False
Question: Demand is highly elastic for industrial goods
Correct Answer: False
Your Answer: False

Multiple Choice Multiple Answer
Question: What is Statistical Quality Control (SQC)
Correct Answer: Identifies quality and productivity from a production process, Identifies impact of any change on performance, Instantly spots malfunctions and show where they occur
Your Answer: Identifies quality and productivity from a production process, Integrates manufacturing with business strategy

Multiple Choice Single Answer
Question: Production creates which type of utility
Correct Answer: Form
Your Answer: Time

Multiple Choice Single Answer
Question: Who provides time and place utility?
Correct Answer: Intermediary
Your Answer: Supplier

Multiple Choice Single Answer
Question: Marketer tries to seek what kind of response from the other party?
Correct Answer: Behavioural
Your Answer: Behavioural

True/False
Question: Systems are formal and informal rules and regulations that complements the company structure
Correct Answer: True
Your Answer: True
Multiple Choice Multiple Answer
Question What is Marginal cost?
Correct Answer The additional cost of each unit of product. It ignores non-price competition, Marginal revenue is less than average revenue.
Your Answer The additional cost of each unit of product. Marginal revenue is less than average revenue. It is useful for new products.

True/False
Question In negotiated contracts, the bid selected by buyer is not necessarily the lowest.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question In which phase of production era, the producer and consumer are the same?
Correct Answer Subsistence
Your Answer Subsistence

Multiple Choice Single Answer
Question Consumerism emerged in which era of Marketing?
Correct Answer Sales
Your Answer Marketing

True/False
Question Companies apply a variety of price adjustment strategies to account for differences in customer segments and situations.
Correct Answer True
Your Answer True

Select The Blank
Question ________ of physical distribution activities increases its productivity as well as of manufacturer.
Correct Answer Automation
Your Answer Automation

Select The Blank
Question Competition tends to focus on ________ as a product moves through its life cycle.
Correct Answer Price
Your Answer Sales volume

Multiple Choice Single Answer
Question Marketing arises from?
True/False
Question After sales service is provided in a customer orientated firm.
Correct Answer True
Your Answer True

Select The Blank
Question _______ distribution is used when a small percentage of customers account for a large part of sale.
Correct Answer Selective
Your Answer Exclusive

True/False
Question Changes in company structure also necessitates changes in the systems in various degrees.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question A transaction takes place when
Correct Answer There is time and place of agreement, Two things of value, Agreed upon conditions
Your Answer There is time and place of agreement, Two things of value, Agreed upon conditions

True/False
Question Consumer behaviour is more challenging across international border.
Correct Answer True
Your Answer False

Multiple Choice Multiple Answer
Question Types of product classification
Correct Answer Consumables, Durables, Services
Your Answer Consumables, Durables, Services

True/False
Question Services can be stored in inventory.
Correct Answer False
Your Answer False

Select The Blank
Question: A change in quantity demanded of a product is caused by a change in its ________.
Correct Answer: Price
Your Answer: Demand

Multiple Choice Single Answer
Question: This distribution is necessary for most convenience goods.
Correct Answer: Intensive
Your Answer: Integral

True/False
Question: Change in company structure from divisional to matrix also mean changes in the systems in various degrees
Correct Answer: True
Your Answer: True

Multiple Choice Multiple Answer
Question: Total cost concept includes
Correct Answer: Damaged goods, Inventory obsolescence, Transportation
Your Answer: Damaged goods, Customer satisfaction, Transportation

Multiple Choice Multiple Answer
Question: Money is invested by way of
Correct Answer: Debt, Equity
Your Answer: Debt, Equity, Return

Multiple Choice Single Answer
Question: It is the most influential primary reference group shaping a buyer's behaviour
Correct Answer: Family
Your Answer: Family

Select The Blank
Question: ________ directs the flow of goods and services from the producer to the ultimate consumer
Correct Answer: Marketing
Your Answer: Marketing

Multiple Choice Single Answer
Question: These are moves that will pay off irrespective of what happens in the future
Correct Answer: No-regret moves
Your Answer: No-regret moves
Select The Blank
Question _______ allowance is used to communicate about the values of the product and special event
Correct Answer Promotion
Your Answer Promotion

Multiple Choice Multiple Answer
Question How does ‘structure’ reduce external uncertainty arising out of human behaviour
Correct Answer Research and planning, Forecasting
Your Answer Forecasting, Division of labour, Departmentalisation

Select The Blank
Question Major reason for success for new product is _______ product.
Correct Answer Superior
Your Answer Correctly positioned

Multiple Choice Single Answer
Question Higher the perceived quality of the product, higher will be the perceived price. Such products are called:
Correct Answer Prestige
Your Answer Prestige

Multiple Choice Single Answer
Question The most common criteria for classifying products is based on
Correct Answer Buyer behaviour
Your Answer Target market

Multiple Choice Multiple Answer
Question Drawbacks of Survey of Buyer’s intention method are
Correct Answer Exposure, Not accurate, Time consuming
Your Answer Exposure, Not accurate, Time consuming

Multiple Choice Single Answer
Question This method is more accurate for short term forecasts
Correct Answer Simple Trend Analysis
Your Answer Simple Trend Analysis

Multiple Choice Single Answer
Question A diet conscious person after playing football is thirsty. He opts for :
Correct Answer Diet coke
Your Answer Diet coke
Multiple Choice Multiple Answer

Question Marketing channels for consumer products is longer because
Correct Answer Number of consumers are more, Consumers buy smaller quantities. Buying patterns of consumers is easy to detect.
Your Answer Number of consumers are more, Consumers buy smaller quantities

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

True/False
Question A channel’s length is also called as horizontal dimension.
Correct Answer False
Your Answer False

Multiple Choice Single Answer
Question It concentrates on organisation design and work flow
Correct Answer Flotilla
Your Answer Statistical quality control

Select The Blank
Question ________ measures actual sales and not intentions to buy
Correct Answer Market tests
Your Answer Market tests

Multiple Choice Single Answer
Question This strategic posture invests sufficiently to stay in the race but avoids pre-mature commitments
Correct Answer Reserve the right to play
Your Answer Reserve the right to play

Multiple Choice Single Answer
Question As a person acquires additional units of a product, the amount of satisfaction (each unit adds to total satisfaction), is less than the previous unit. This is called
Correct Answer Law of diminishing marginal utility
Your Answer Law of diminishing marginal utility

Multiple Choice Single Answer
Question New product forms and brands enter in which stage of product life cycle?
Correct Answer Growth
Your Answer Introductory

Page 54
Select The Blank
Question ________ leads to generalisation where similar stimulus generate the same kind of response
Correct Answer Reinforcement
Your Answer Cues

True/False
Question Marketer should keep company’s mission and marketing objectives in mind while making pricing decisions.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Socio-cultural environment consists of
Correct Answer Social class, Culture
Your Answer Technology, Social class, Culture

Multiple Choice Multiple Answer
Question Commercial sources have following sources
Correct Answer Advertising, Packaging, Sales persons
Your Answer Advertising, Packaging, Mass media

True/False
Question After sales service is provided in a customer oriented firm
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Product should be considered from the point of view of
Correct Answer Customer
Your Answer Customer

Multiple Choice Multiple Answer
Question Types of Organisational Market
Correct Answer Reseller market, Industrial market, Government market
Your Answer Reseller market, Industrial market, Government market

Multiple Choice Multiple Answer
Question Research design is classified as:
Correct Answer Function, Methodology
Your Answer Function, Methodology, Predictive, Experimental
A diet conscious person after playing football is thirsty. He opts for:

**Correct Answer:** Diet coke

**Your Answer:** Diet coke

"Idea screening" stage reduces the number of ideas based on company's criteria.

**Correct Answer:** True

**Your Answer:** True

A channel's length is also called as horizontal dimension.

**Correct Answer:** False

**Your Answer:** False

It concentrates on organisation design and work flow

**Correct Answer:** Flotilla

**Your Answer:** Statistical quality control

_______ distribution is used when a small percentage of customers account for a large part of sale.

**Correct Answer:** Selective

**Your Answer:** Selective

The reseller's assortment influences its

**Correct Answer:** Marketing mix, Customer mix, Supplier mix

**Your Answer:** Marketing mix, Customer mix, Buyer mix

Specific _________ emerge from broad strategies

**Correct Answer:** Tactics

**Your Answer:** Objectives

What is Market development?
Correct Answer: Existing product–New market
Your Answer: New product–New market

Correct Answer: Geographic, Demographic
Your Answer: Demographic

Correct Answer: Multi use
Your Answer: Multi use

Correct Answer: Sold on basis of benefits, Quality control is tough
Your Answer: Sold on basis of benefits, Quality control is tough

Correct Answer: Opportunity, Objectives, Strategies, Situation assessment, Organisation mission, Resources
Your Answer: Strengths, Objectives, Strategies, Situation assessment, Organisation mission, Resources

Correct Answer: Price
Your Answer: Quality

Correct Answer: Exclusive
Your Answer: Integral

Correct Answer: Drive
Your Answer: Drive
True/False
Question Market forecasts are available from sources like government
Correct Answer False
Your Answer True

Multiple Choice Multiple Answer
Question Physical distribution management includes
Correct Answer Manufacturer, Middlemen, Warehouse operators
Your Answer Manufacturer, Customer, Middlemen, Warehouse operators

True/False
Question Consumer behaviour is more challenging across international border.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Manufacturers offering variety of price promotions to their middlemen is called
Correct Answer Trade promotion
Your Answer Trade-in allowance

Select The Blank
Question Total cost is the sum of ________ + Variable cost.
Correct Answer Fixed cost
Your Answer Fixed cost

Multiple Choice Multiple Answer
Question Money is invested by way of
Correct Answer Debt, Equity
Your Answer Risk, Equity

Select The Blank
Question ________ describes a person’s favourable or unfavourable action tendencies towards object
Correct Answer Attitudes
Your Answer Attitudes

Multiple Choice Single Answer
Question Consumerism emerged in which era of Marketing?
Correct Answer Sales
Your Answer Sales
Match The Following
Question Correct Answer Your Answer

Wide market coverage is achieved. Intensive distribution. Intensive distribution.
Helps in the process of matching demand and supply. Marketing channel
No intermediaries between producer and consumer. Direct channel
Combining two or more levels of a channel under one participant’s control. Vertical integration Vertical integration

True/False
Question Logistics is an area of potentially high cost saving and improves customer satisfaction.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Decline in buying power due to price levels rising more rapidly than income is called
Correct Answer Inflation
Your Answer Inflation

True/False
Question In pure competition many sellers and buyers are there and have major effect on demand and supply of the product’s market price
Correct Answer False
Your Answer True

Select The Blank
Question _______ measures actual sales and not intentions to buy
Correct Answer Market tests
Your Answer Market tests

Multiple Choice Single Answer
Question This strategic posture invests sufficiently to stay in the race but avoids pre-mature commitments
Correct Answer Reserve the right to play
Your Answer Reserve the right to play

Multiple Choice Single Answer
Question: As a person acquires additional units of a product, the amount of satisfaction (each unit adds to total satisfaction), is less than the previous unit. This is called

Correct Answer: Law of diminishing marginal utility
Your Answer: Law of diminishing marginal utility

Multiple Choice Single Answer

Question: New product forms and brands enter in which stage of product life cycle?

Correct Answer: Growth
Your Answer: Introductory

Select The Blank

Question: ________ leads to generalisation where similar stimulus generate the same kind of response

Correct Answer: Reinforcement
Your Answer: Cues

True/False

Question: Marketer should keep company’s mission and marketing objectives in mind while making pricing decisions.

Correct Answer: True
Your Answer: True

Multiple Choice Multiple Answer

Question: Socio-cultural environment consists of

Correct Answer: Social class, Culture
Your Answer: Technology, Social class, Culture

Multiple Choice Multiple Answer

Question: Commercial sources have following sources

Correct Answer: Advertising, Packaging, Sales persons
Your Answer: Advertising, Packaging, Mass media

True/False

Question: After sales service is provided in a customer oriented firm

Correct Answer: True
Your Answer: True

Multiple Choice Single Answer

Question: Product should be considered from the point of view of

Correct Answer: Customer
Your Answer: Customer
Multiple Choice Multiple Answer
Question: Types of Organisational Market
Correct Answer: Reseller market, Industrial market, Government market
Your Answer: Reseller market, Industrial market, Government market

Multiple Choice Multiple Answer
Question: Research design is classified as:
Correct Answer: Function, Methodology
Your Answer: Function, Methodology, Predictive, Experimental

Multiple Choice Single Answer
Question: A diet conscious person after playing football is thirsty. He opts for:-
Correct Answer: Diet coke
Your Answer: Diet coke

True/False
Question: “Idea screening” stage reduces the number of ideas based on company's criteria.
Correct Answer: True
Your Answer: True

Multiple Choice Multiple Answer
Question: Categories of adopters are
Correct Answer: Innovators, Early adopters, Laggards
Your Answer: Innovators, Early adopters, Late adopters, Laggards

True/False
Question: Secondary data is cheaper and faster to collect than primary data.
Correct Answer: True
Your Answer: True

Multiple Choice Single Answer
Question: This method enables the forecaster to take into consideration seasonal fluctuations and long term fluctuations.
Correct Answer: Time Series Analysis
Your Answer: Time Series Analysis

Select The Blank
Question: Wholesalers and retailers help manufacturer in carrying ________ flow to final buyers.
Correct Answer: Title
Your Answer: Title
True/False
Question "Promotion" is considered in conjunction with "Convenience".
Correct Answer False
Your Answer True

Multiple Choice Single Answer
Question To serve a market segment profitably means
Correct Answer Sales revenue generated is more than cost of marketing effort
Your Answer Sales revenue generated is more than cost of marketing effort

Multiple Choice Multiple Answer
Question Uses of Market research are:
Correct Answer Advertising effectiveness, Sales forecasting, Identifying market trends
Your Answer Advertising effectiveness, Sales forecasting, Identifying market trends, MIS formation

Match The Following
Question Correct Answer Your Answer
Motivational research It analyses consumer motives It is used to forecast future values such as sales revenue etc

Historical research Uses past experiences to find solutions Uses past experiences to find solutions

Survey research Obtains data from respondents in person Obtains data from respondents in person

Experimental research One factor is constant and holding other factors Tests hypothesis about the relationship between dependent variables

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

True/False
Question A channel’s length is also called as horizontal dimension.
Correct Answer False
Your Answer False

Multiple Choice Single Answer
Question It concentrates on organisation design and work flow
Correct Answer Flotilla
Your Answer Statistical quality control
Select The Blank

Question ________ measures actual sales and not intentions to buy
Correct Answer Market tests
Your Answer Market tests

Multiple Choice Single Answer

Question This strategic posture invests sufficiently to stay in the race but avoids pre-mature commitments
Correct Answer Reserve the right to play
Your Answer Reserve the right to play

Multiple Choice Single Answer

Question As a person acquires additional units of a product, the amount of satisfaction (each unit adds to total satisfaction), is less than the previous unit. This is called
Correct Answer Law of diminishing marginal utility
Your Answer Law of diminishing marginal utility

Multiple Choice Single Answer

Question New product forms and brands enter in which stage of product life cycle?
Correct Answer Growth
Your Answer Introductory

Select The Blank

Question ________ leads to generalisation where similar stimulus generate the same kind of response
Correct Answer Reinforcement
Your Answer Cues

True/False

Question Marketer should keep company’s mission and marketing objectives in mind while making pricing decisions.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer

Question Socio-cultural environment consists of
Correct Answer Social class, Culture
Your Answer Technology, Social class, Culture

Multiple Choice Multiple Answer

Question Commercial sources have following sources
Correct Answer Advertising , Packaging , Sales persons
Your Answer Advertising , Packaging , Mass media

True/False
Question After sales service is provided in a customer oriented firm
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Product should be considered from the point of view of
Correct Answer Customer
Your Answer Customer

Multiple Choice Multiple Answer
Question Types of Organisational Market
Correct Answer Reseller market , Industrial market , Government market
Your Answer Reseller market , Industrial market , Government market

Multiple Choice Multiple Answer
Question Research design is classified as :
Correct Answer Function , Methodology
Your Answer Function , Methodology , Predictive , Experimental

Multiple Choice Single Answer
Question A diet conscious person after playing football is thirsty. He opts for :-
Correct Answer Diet coke
Your Answer Diet coke

True/False
Question "Idea screening" stage reduces the number of ideas based on company's criteria.
Correct Answer True
Your Answer True

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

True/False
Question In negotiated contracts, the bid selected by buyer is not necessarily the lowest
Correct Answer True
Your Answer True
Multiple Choice Multiple Answer
Question Trade promotions include
Correct Answer Push money allowance, Promotional allowance
Your Answer Push money allowance, Cash rebates, Promotional allowance, Damaged goods allowance

True/False
Question Change in company’s strategy gives rise to problems necessitating a new structure to be made
Correct Answer True
Your Answer False

Multiple Choice Multiple Answer
Question What is breakdown approach
Correct Answer Sales potential varies with country’s general level of economic activity, Market and sales potential is based on economic forecast, Number of units that a buyer buys is multiplied by the total number of potential buyers in that territory to arrive at total sales
Your Answer Sales potential varies with country’s general level of economic activity, Market and sales potential is based on economic forecast, Number of units that a buyer buys is multiplied by the total number of potential buyers in that territory to arrive at total sales

True/False
Question Consumer behaviour is easy to understand in familiar country like India for Indians.
Correct Answer False
Your Answer True

Select The Blank
Question Buyer’s response in _______ method may not be applicable in other markets
Correct Answer Market tests
Your Answer Market tests

True/False
Question The demand for a specific brand within a product category is called selective demand.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Deciding on the number of intermediaries to be employed by a producer is called:
Correct Answer Intensity distribution
Match The Following

Question Correct Answer Your Answer

Ballast business Fit well but low opportunities Fit well but low opportunities

Gap analysis Difference between desired and projected performance Some fit and some misfit

Corporate parenting Managing SBU’s by a corporate Managing SBU’s by a corporate

Heartland business Give the highest priority Give the highest priority

Multiple Choice Multiple Answer

Question These products move through short channels:
Correct Answer Eggs, Bread, Clothing, Cement
Your Answer Clothing, Maruti 800 Car

Multiple Choice Single Answer

Question What is Exclusive Assortment?
Correct Answer Carrying the line of only one manufacturer
Your Answer Carrying many unrelated product lines

Select The Blank

Question Product means the ________ and services the company offers the target market.
Correct Answer Goods
Your Answer Value

Select The Blank

Question Firm’s that lack promotional skills rely on ________ for promotional push.
Correct Answer Middlemen
Your Answer Advertising agents

Multiple Choice Single Answer

Question Government units that purchase or rent goods for carrying out main functions of government is called
Correct Answer Government Market
Your Answer Reseller Market
Select The Blank
Question Low value but bulky products move through________ channels.
Correct Answer Short
Your Answer Direct

True/False
Question Consumer needs are matched with the company capabilities and goals in marketing process.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Major role of promotion is to :
Correct Answer Inform, Remind, Persuade
Your Answer Remind, Persuade, Inform

Multiple Choice Multiple Answer
Question Factors affecting demand of a product?
Correct Answer Population, Increase in buying power
Your Answer Decrease in buying power, Buyer preferences

Select The Blank
Question ________ can price it’s product without any regard to competitor.
Correct Answer Pure monopolist
Your Answer Monopolist

Select The Blank
Question ________ are difficult to change
Correct Answer Attitudes
Your Answer Habits

Select The Blank
Question ________ exists when a few large independent firm accounts for bulk of an industry’s sales.
Correct Answer Oligopoly
Your Answer Pure oligopoly

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer Form
Your Answer Possession
Select The Blank
Question Optimum marketing mix is obtained using analysis, ________, implementation and control.
Correct Answer Planning
Your Answer Planning

Multiple Choice Multiple Answer
Question Socio-cultural environment consists of
Correct Answer Social class, Culture
Your Answer Social class, Culture

True/False
Question The super structure indicates ways in which company’s tasks are integrated or coordinated.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question It sets a sales performance standard against which actual sales results can be compared with potential sales.
Correct Answer Sales forecast
Your Answer Sales forecast

Multiple Choice Single Answer
Question It is a paid form of non personal communication.
Correct Answer Advertising
Your Answer Advertising

Multiple Choice Multiple Answer
Question What are the stages in new product development?
Correct Answer Idea screening, Market testing, Commercialisation
Your Answer Idea screening, Market testing, Commercialisation

Select The Blank
Question ________ is a descriptive thought that a person holds about something.
Correct Answer Belief
Your Answer Belief

Match The Following
Question Correct Answer Your Answer
Product related consumer characteristics Brand loyalty, Type of usage
Brand loyalty, Type of usage
MM all combined

Demographic Age, Sex

Psychographic Social class, Lifestyle

Geographic variables City, Region

True/False
Question A company’s pricing objectives are influenced by time and circumstances
Correct Answer True
Your Answer True

Select The Blank
Question Major reason for success for new product is ________
Correct Answer Superior
Your Answer Superior

Multiple Choice Single Answer
Question The company earns an acceptable rate of return on their net sales. This profitability objective is called:
Correct Answer Target return
Your Answer Profit maximisation

Multiple Choice Single Answer
Question It helps an organisation to cope with future by setting objectives and making strategies to achieve them
Correct Answer Planning
Your Answer Planning

Multiple Choice Multiple Answer
Question These are the characteristics of services
Correct Answer Sold on basis of benefits, Quality control is tough
Your Answer Sold on basis of benefits, Quality control is tough

Multiple Choice Single Answer
Question Feedback is fastest in which of the following channels:
Correct Answer Personal selling
Your Answer Personal selling

True/False
Question Each product and brand has a status symbol potential
Correct Answer True
Your Answer True
Multiple Choice Multiple Answer
Question The areas which become active after promotion budgets have been set and funds are allocated to promotion mix elements.
Correct Answer Sales management , Advertising
Your Answer Sales management , Advertising

True/False
Question Diversification strategy involves diversifying away from their original core businesses
Correct Answer True
Your Answer False

Multiple Choice Single Answer
Question What is diversification?
Correct Answer New product–New market
Your Answer New product–Existing market

Multiple Choice Multiple Answer
Question After the new product has passed the conceptual stages it becomes more concrete in which stages?
Correct Answer Test marketing , Commercialisation , Product development
Your Answer Test marketing , Commercialisation , Product development , Marketing strategy development

Multiple Choice Multiple Answer
Question Total cost concept includes
Correct Answer Damaged goods , Inventory obsolescence , Transportation
Your Answer Damaged goods , Inventory obsolescence , Transportation

Multiple Choice Single Answer
Question These are the elements of a plan that specify how objectives are to be achieved
Correct Answer Strategies
Your Answer Strategies

Multiple Choice Single Answer
Question Members of this class neither possess family status nor unusual wealth but their primary concern is career
Correct Answer Upper–Middle
Your Answer Upper–Middle
Multiple Choice Single Answer
Question It refers to the effect price changes have on quantity demanded of a product and the firm's sales revenue.
Correct Answer Demand elasticity
Your Answer Demand elasticity

Select The Blank
Question Demographic, cultural, political, natural etc combine to form _______ environment.
Correct Answer Macro
Your Answer Macro

True/False
Question "The customer is always right" is the spirit of marketing concept.
Correct Answer True
Your Answer True

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer Form
Your Answer Form

Multiple Choice Single Answer
Question A diet conscious person after playing football is thirsty. He opts for :-
Correct Answer Diet coke
Your Answer Pepsi

Multiple Choice Single Answer
Question The greatest amount of satisfaction comes from which utility
Correct Answer Possession
Your Answer Possession

Multiple Choice Single Answer
Question Who provides time and place utility?
Correct Answer Intermediary
Your Answer Supplier

Multiple Choice Single Answer
Question In which phase of production era, the producer and consumer are the same ?
Correct Answer Subsistence
MM all combined

Your Answer Subsistence

Multiple Choice Single Answer
Question Consumerism emerged in which era of Marketing?
Correct Answer Sales
Your Answer Sales

Multiple Choice Single Answer
Question Marketer tries to seek what kind of response from the other party?
Correct Answer Behavioural
Your Answer Behavioural

Multiple Choice Single Answer
Question Marketing arises from ?
Correct Answer Exchange
Your Answer Exchange

Select The Blank
Question _______ concept increases the efficiency of economic system
Correct Answer Marketing
Your Answer Marketing

Select The Blank
Question The factor of satisfaction and _______ motives are consistent in society
Correct Answer Profit
Your Answer Exchange

True/False
Question Marketing concept provides a balance to the exchange process within the social system
Correct Answer True
Your Answer False

True/False
Question “The customer is always right” is the spirit of marketing concept.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Types of product classification
Correct Answer Consumables, Durables, Services
Select The Blank

Question Customers are brand, style and type conscious when buying ________ products.

Correct Answer Special

Your Answer Special

Multiple Choice Multiple Answer

Question What are the stages in new product development?

Correct Answer Idea screening, Market testing, Commercialisation

Your Answer Idea screening, Market testing, Commercialisation

Multiple Choice Multiple Answer

Question Shorter distribution channel results in

Correct Answer Reduced costs, Limited market coverage

Your Answer Reduced costs, Limited market coverage

True/False

Question Indirect channels for industrial products are longer than consumer product channels.

Correct Answer False

Your Answer False

True/False

Question Firms that lack promotional capabilities rely on middlemen.

Correct Answer True

Your Answer True

Multiple Choice Single Answer

Question Lead time for a product is 10 days and usage rate is 6 units/day. Reorder point will be

Correct Answer 60 units

Your Answer 60 units

Multiple Choice Single Answer

Question Source credibility is:

Correct Answer Receiver’s perception regarding belief on sender.

Your Answer Receiver’s perception regarding belief on sender.

Multiple Choice Single Answer

Question Major components of marketing mix are:

Correct Answer Product

Your Answer Product
True/False
Question Sales contests, consumer contests are examples of public relations.
Correct Answer False
Your Answer False

Multiple Choice Single Answer
Question As a person acquires additional units of a product, the amount of satisfaction (each unit adds to total satisfaction), is less than the previous unit. This is called
Correct Answer Law of diminishing marginal utility
Your Answer Law of diminishing marginal utility

Multiple Choice Multiple Answer
Question What are variable costs?
Correct Answer Material, Labour
Your Answer Labour, Material

Select The Blank
Question The demand for a product is ________ when price cut causes revenue to increase.
Correct Answer Price elastic
Your Answer Price elastic

Select The Blank
Question In ________ pricing buyers pay different prices under the same conditions, in the same quantities and at the same time
Correct Answer Variable
Your Answer Variable

Match The Following
Trade discount Reduction in list price to channel members
Cumulative quantity discount Discount percentage increases as the quantity purchased increases
Non-cumulative quantity discount Applies to a single order
Cash discount Given for paying promptly
Multiple Choice Multiple Answer
Question The micro-environment consists of following components:
Correct Answer Marketing intermediaries, Customers, Competitors
Your Answer Marketing intermediaries, Customers, Competitors

Multiple Choice Single Answer
Question It appraises the organisation’s capacity to respond to these opportunities and threats
Correct Answer Organisational assessment
Your Answer Organisational assessment

Multiple Choice Multiple Answer
Question Planning of long term strategies are based on following factors:
Correct Answer Objectives, Strategies, Situation assessment, Organisation mission, Resources, Opportunity
Your Answer Opportunity, Objectives, Strategies, Situation assessment, Organisation mission, Resources

Match The Following
Question Correct Answer Your Answer
Objectives What is to be accomplished What is to be accomplished
Strategies How to achieve objectives How to achieve objectives
Policies Constraints that limits the alternatives available Constraints that limits the alternatives available

Strategic organisational planning Top Management Top Management

Multiple Choice Single Answer
Question What is Recurrent data?
Correct Answer Routinely collected data
Your Answer Routinely collected data

Multiple Choice Multiple Answer
Question The external sources of Primary data are:
Correct Answer Retailer, Wholesaler, Libraries
Your Answer Retailer, Wholesaler

True/False
Question MIS provides marketers with the right amount and type of...
information in a timely fashion.
Correct Answer True
Your Answer True

True/False
Question Internal records such as sales reports, cost and accounting information are expensive to obtain.
Correct Answer False
Your Answer False

Multiple Choice Multiple Answer
Question Beliefs are based on
Correct Answer Knowledge, Opinion, Faith
Your Answer Knowledge, Opinion, Faith

Multiple Choice Single Answer
Question In this market, organisation acquires goods for the purpose of renting to others at profit
Correct Answer Reseller Market
Your Answer Reseller Market

Multiple Choice Single Answer
Question What is Exclusive Assortment?
Correct Answer Carrying the line of only one manufacturer
Your Answer Carrying the line of only one manufacturer

Select The Blank
Question Few large buyers do maximum purchasing in ________
Correct Answer Industrial market
Your Answer Industrial market

Multiple Choice Multiple Answer
Question Characteristics for effective market segmentation are:
Correct Answer Actionable, Measurable, Accessible
Your Answer Actionable, Measurable, Accessible

Select The Blank
Question Market ________ is more prevalent than Mass marketing
Correct Answer Segmentation
Your Answer Segmentation

True/False
Question Marketing and production costs are high in multi-segment strategy
Select The Blank
Question: Product, price, place and promotion are the 4p’s of ________ mix.
Correct Answer: Marketing
Your Answer: Marketing

Multiple Choice Multiple Answer
Question: An unhealthy portfolio has
Correct Answer: More dogs, Few stars
Your Answer: More dogs, Few stars

Select The Blank
Question: The benefits of a change in process are defined in terms of ________ cost savings.
Correct Answer: Labour
Your Answer: Infrastructure

True/False
Question: Change in company structure from divisional to matrix also mean changes in the systems in various degrees.
Correct Answer: True
Your Answer: True

Multiple Choice Single Answer
Question: Manufacturers offering variety of price promotions to their middlemen is called
Correct Answer: Trade promotion
Your Answer: Trade promotion

Select The Blank
Question: Few large buyers do maximum purchasing in ________
Correct Answer: Industrial market
Your Answer: Industrial market

True/False
Question: A company’s pricing objectives are influenced by time and
Select The Blank
Question ________ concept increases the efficiency of economic system
Correct Answer Marketing
Your Answer Selling

Multiple Choice Multiple Answer
Question Key concepts of systems view of management includes
Correct Answer Optimisation concept, Total cost concept, Cost trade-off concept
Your Answer Optimisation concept, Total cost concept, Inventory carrying cost concept

Multiple Choice Multiple Answer
Question What are fixed costs?
Correct Answer Office rent, Insurance, Generator back up
Your Answer Office rent, Insurance

Multiple Choice Single Answer
Question This distribution is necessary for most convenience goods.
Correct Answer Intensive
Your Answer Intensive

Multiple Choice Single Answer
Question It is the process of buying out the product developed by someone else
Correct Answer Acquisition
Your Answer Commercialisation

True/False
Question Distribution costs are low when intermediaries are used in the channel.
Correct Answer True
Your Answer False

Multiple Choice Single Answer
Question Quantity discrepancy for a convenience product in a marketing channel is adjusted by:
Correct Answer Retailer
Your Answer Retailer
Multiple Choice Single Answer
Question What involves review of projected sales, costs and profits.
Correct Answer Business analysis
Your Answer Business analysis

Select The Blank
Question ________cost accounting measures the cost of producing and ignores the cost of non-producing.
Correct Answer Traditional
Your Answer Traditional

Select The Blank
Question The benefits of a change in process are defined in terms of ________cost savings.
Correct Answer Labour
Your Answer Labour

Multiple Choice Multiple Answer
Question The tangible inputs in a business are
Correct Answer Capital, Machine, Time
Your Answer Technology, Machine

Multiple Choice Multiple Answer
Question What are psychogenetic needs
Correct Answer Belonging, Recognition
Your Answer Belonging, Recognition

Match The Following
Question Correct Answer Your Answer
Customer is the focal point in Marketing Selling
Tangible sources Capital, machines, raw material Capital, machines, raw material
Intangible sources Information, time and technology Information, time and technology
Consumer to producer Backward communication Backward communication

True/False
Question Buyers are geographically concentrated in the consumer market.
Correct Answer False
Your Answer False
Multiple Choice Single Answer
Question The greatest amount of satisfaction comes from which utility
Correct Answer Possession
Your Answer Possession

Select The Blank
Question ________ is a modern plant consisting of modules centered around a stage in the production process
Correct Answer Flotilla concept
Your Answer Flotilla concept

Multiple Choice Single Answer
Question Source credibility is:
Correct Answer Receiver’s perception regarding belief on sender.
Your Answer Receiver’s perception regarding belief on sender.

True/False
Question Marketing concept has application only in profit oriented businesses.
Correct Answer False
Your Answer False

Multiple Choice Single Answer
Question Who provides time and place utility?
Correct Answer Intermediary
Your Answer Supplier

Multiple Choice Multiple Answer
Question Socio-cultural environment consists of
Correct Answer Social class, Culture
Your Answer Social class, Culture

Multiple Choice Single Answer
Question Consumerism emerged in which era of Marketing?
Correct Answer Sales
Your Answer Production

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer Form
Your Answer Possession
Multiple Choice Multiple Answer
Question When is demand price elastic?
Correct Answer Price cut causes revenue to increase, Price rise causes revenue to decrease
Your Answer Price cut causes revenue to increase

True/False
Question Changes in consumer’s buying patterns affects channel’s horizontal and vertical dimensions.
Correct Answer True
Your Answer True

True/False
Question Diversification strategy involves diversifying away from their original core businesses
Correct Answer True
Your Answer False

Multiple Choice Single Answer
Question The tool that a sender uses to reach to the receiver is called:
Correct Answer Message
Your Answer Message

Multiple Choice Single Answer
Question In which phase of production era, the producer and consumer are the same?
Correct Answer Subsistence
Your Answer Subsistence

True/False
Question Experimental research involves obtaining data from respondents in person, mail or by phone
Correct Answer False
Your Answer False

True/False
Question Marketing and production costs are high in multi-segment strategy
Correct Answer True
Your Answer True

Select The Blank
Question ________ is a broad plan of action for using an organisation’s resources to accomplish a objective
Correct Answer Strategy
MM all combined

Your Answer Strategy

Multiple Choice Multiple Answer
Question Drawbacks of Survey of Buyer’s intention method are
Correct Answer Exposure, Not accurate, Time consuming
Your Answer Not accurate, Time consuming, Sales may be inflated or deflated by sales team

Select The Blank
Question Product means the ________ and services the company offers the target market.
Correct Answer Goods
Your Answer Goods

True/False
Question A drive is a need that sufficiently presses a person to act
Correct Answer True
Your Answer True

Select The Blank
Question ________ distribution is used when a small percentage of customers account for a large part of sale.
Correct Answer Selective
Your Answer Intensive

Multiple Choice Multiple Answer
Question Market segmentation can be done on the basis of following factors
Correct Answer Psychographic, Demographic, Geographic
Your Answer Psychographic, Demographic, Geographic

Multiple Choice Single Answer
Question It is an approach to cost reduction in which components are studied to determine if they can be made by cheaper methods of production
Correct Answer Product Value Analysis
Your Answer Product Value Analysis

True/False
Question The life cycle of product category is the shortest.
Correct Answer False
Your Answer False

Select The Blank
Question ________ research involves using past experiences to find
MM all combined

solutions to marketing problems
Correct Answer Historical
Your Answer Historical

Multiple Choice Single Answer
Question An example of Want is :
Correct Answer Continental food
Your Answer Safety

Multiple Choice Single Answer
Question It is the process of selecting people for company positions and developing skills and abilities for assignments in the company
Correct Answer Staffing
Your Answer Staffing

Select The Blank
Question Japan’s major productivity gains are the results of social changes brought about by ________
Correct Answer Statistical quality control
Your Answer Michael Porter’s model for Industry Analysis

Multiple Choice Multiple Answer
Question Target marketing involves
Correct Answer Market targeting , Market segmentation
Your Answer Market targeting , Market segmentation , Market positioning

Match The Following

<table>
<thead>
<tr>
<th>Product related consumer characteristics</th>
<th>Brand loyalty, Type of usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographic</td>
<td>Age, Sex</td>
</tr>
<tr>
<td>Psychographic</td>
<td>Social class, Lifestyle</td>
</tr>
<tr>
<td>Geographic variables</td>
<td>City, Region</td>
</tr>
</tbody>
</table>

Multiple Choice Multiple Answer
Question The micro-environment consists of following components:
Correct Answer Marketing intermediaries , Customers , Competitors
Your Answer Marketing intermediaries , Customers , Competitors

Multiple Choice Single Answer
MM all combined

Question: Which is the shortest marketing channel for an industrial product?
Correct Answer: Producer---Industrial user
Your Answer: Producer---Consumer

3rd Copy

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Match The Following
Question Correct Answer Your Answer
Deep Assortment Carrying a product family in depth, drawing on many producer’s output Carrying the line of only one manufacturer
Exclusive Assortment Carrying the line of only one manufacturer Carrying several product lines that fall within the resellers type of business
Open bid Contract awarded to lowest bidder Direct negotiation with one or more companies covering project and terms
Negotiated Contract Direct negotiation with one or more companies covering project and terms Contract awarded to lowest bidder

Multiple Choice Multiple Answer
Question Types of Organisational Market
Correct Answer Reseller market, Industrial market, Government market
Your Answer Industrial market, Consumer market

True/False
Question The super structure indicates ways in which company’s tasks are integrated or coordinated
Correct Answer True
Your Answer True

True/False
Question A channel’s length is also called as horizontal dimension.
Correct Answer False
Your Answer False

Multiple Choice Single Answer
Question An example of Want is:
Correct Answer Continental food
True/False
Question Product, place and promotion elements in the marketing mix are viewed as cost factors.
Correct Answer True
Your Answer False

Select The Blank
Question The demand for a product is ________ when price cut causes revenue to increase.
Correct Answer Price elastic
Your Answer Price elastic

Select The Blank
Question ________ eliminates the risk of losing customer’s goodwill
Correct Answer One price policy
Your Answer One price policy

Select The Blank
Question There are more number of substitutes for ________ products.
Correct Answer Multi use
Your Answer Multi use

True/False
Question Storage helps firms balance supply and demand.
Correct Answer True
Your Answer True

Select The Blank
Question ________ are difficult to change
Correct Answer Attitudes
Your Answer Habits

Select The Blank
Question Market ________ is more prevalent than Mass marketing
Correct Answer Segmentation
Your Answer Segmentation

Multiple Choice Single Answer
Question The price of a product is determined by estimating the cost of producing and marketing and then add a percentage of profits. This orientation is called:
**Correct Answer** Cost  
**Your Answer** Demand

**Multiple Choice Single Answer**  
**Question** What is product concept?  
**Correct Answer** Detailed version of idea stated in consumer terms  
**Your Answer** Consumer’s perception of an actual product

**Match The Following**  
**Question** Correct Answer Your Answer  
This refers to the number of product items within each product line.  
**Product depth** Product height

This includes all product item’s a company offers.  
**Product mix** Product mix

This is a group of products that are related.  
**Product line** Product line

This is the total number of product lines.  
**Product breadth** Product breadth

**Multiple Choice Multiple Answer**  
**Question** Planning of long term strategies are based on following factors:  
**Correct Answer** Opportunity, Objectives, Strategies, Situation assessment, Organisation mission, Resources  
**Your Answer** Strengths, Objectives, Strategies, Situation assessment, Organisation mission, Resources

**Multiple Choice Multiple Answer**  
**Question** Types of psychological pricing are  
**Correct Answer** Prestige, Leader  
**Your Answer** Odd, Leader, Prestige

**Multiple Choice Single Answer**  
**Question** Marketer tries to seek what kind of response from the other party?  
**Correct Answer** Behavioural  
**Your Answer** Transaction

**True/False**  
**Question** Warehouses are needed when supply sources and markets are located close by.  
**Correct Answer** False
Your Answer  
False

Select The Blank 
Question  
The onus of advertising, pricing and sales promotion policies 
is put on ________ distribution.
Correct Answer  
Exclusive 
Your Answer  
Integral 

True/False 
Question  
Marketer discourages his brand users for brand switching.
Correct Answer  
True 
Your Answer  
True 

Multiple Choice Single Answer 
Question  
Marketing arises from ?
Correct Answer  
Exchange 
Your Answer  
Exchange 

Multiple Choice Multiple Answer 
Question  
A transaction takes place when 
Correct Answer  
There is time and place of agreement, Two things of value, Agreed upon conditions 
Your Answer  
There is time and place of agreement, Two things of value, Agreed upon conditions 

Select The Blank 
Question  
An organisational assessment uncovers_______
Correct Answer  
Weaknesses 
Your Answer  
Weaknesses 

Multiple Choice Multiple Answer 
Question  
Shorter distribution channel results in 
Correct Answer  
Reduced costs, Limited market coverage 
Your Answer  
Reduced costs, High market coverage 

Multiple Choice Single Answer 
Question  
The output of Stimulus Response Model is 
Correct Answer  
Product decision 
Your Answer  
Product 

Select The Blank 
Question  
_______ exists when a few large independent firm accounts 
for bulk of an industry’s sales.
Correct Answer  
Oligopoly
Your Answer Oligopoly

Multiple Choice Single Answer
Question A diet conscious person after playing football is thirsty. He opts for:
Correct Answer Diet coke
Your Answer Diet coke

Multiple Choice Single Answer
Question It concentrates on organisation design and work flow
Correct Answer Flotilla
Your Answer Systems approach

Multiple Choice Single Answer
Question The input to 'Stimulus Response Model' is
Correct Answer Stimuli
Your Answer Stimuli

Multiple Choice Multiple Answer
Question Characteristics of Effective segmentation
Correct Answer Actionable, Measurable, Accessible
Your Answer Actionable, Measurable, Accessible

Multiple Choice Multiple Answer
Question Types of strategic business units are:
Correct Answer Stars, Cash cows, Question marks
Your Answer Stars, Cash cows, Question marks

Multiple Choice Single Answer
Question Pricing that enables sales people to tailor their prices to a prospect's situation is called
Correct Answer Price shading
Your Answer Variable pricing

Multiple Choice Single Answer
Question This pricing objective involves setting a low price to discourage entry of new firms.
Correct Answer Stay out
Your Answer Elimination

Multiple Choice Single Answer
Question This distribution is necessary for most shopping and speciality goods.
Correct Answer Selective
True/False
Question The cultural environment shows long term trends towards a hedonistic society.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question This portfolio involves major capital investments which will result in either large pay offs or large losses
Correct Answer Big bets
Your Answer No-regret moves

Multiple Choice Multiple Answer
Question What is Statistical Quality Control (SQC)
Correct Answer Identifies quality and productivity from a production process, Identifies impact of any change on performance, Instantly spots malfunctions and show where they occur
Your Answer Identifies quality and productivity from a production process, Identifies impact of any change on performance, Integrates manufacturing with business strategy

Select The Blank
Question Optimum marketing mix is obtained using analysis, ________, implementation and control.
Correct Answer Planning
Your Answer Feedback

Multiple Choice Multiple Answer
Question What are the stages in new product development?
Correct Answer Idea screening, Market testing, Commercialisation
Your Answer Idea screening, Market testing, Commercialisation

Multiple Choice Single Answer
Question These are moves that will pay off irrespective of what happens in the future
Correct Answer No-regret moves
Your Answer Big bets

Multiple Choice Single Answer
Question A centralised inventory means
Correct Answer Fast delivery to customers
Your Answer Building and stocking one warehouse
Select The Blank
Question ________ of physical distribution activities increases its productivity as well as of manufacturer.
Correct Answer Automation
Your Answer Maximisation

True/False
Question Shorter production runs are required to produce large number of products in multi-segment strategy
Correct Answer True
Your Answer False

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

True/False
Question Changes in company structure also necessitates changes in the systems in various degrees
Correct Answer True
Your Answer True

Select The Blank
Question ________ is a part of the company that has a separate mission and objectives
Correct Answer SBU
Your Answer SBU

Select The Blank
Question ________ is synonymous with non-recurrent data system (RDS)
Correct Answer Market research
Your Answer Management Information system

Select The Blank
Question Skimming pricing involves ________ risk.
Correct Answer Low
Your Answer High

Select The Blank
Question Buyer’s response in ________ method may not be applicable in other markets
Correct Answer Market tests
Your Answer Correlation
True/False
Question Firms that lack promotional capabilities rely on middlemen.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question It provides a way to bring in the people dimension in macro company analysis without using psychological models of human behaviour
Correct Answer Culture
Your Answer Role

Multiple Choice Single Answer
Question It is a reduction in list price granted to channel members for performing marketing functions
Correct Answer Trade discount
Your Answer Trade discount

Multiple Choice Single Answer
Question It identifies opportunities for and threats to the organisation
Correct Answer Environmental assessment
Your Answer Environmental assessment

True/False
Question Systems are formal and informal rules and regulations that complements the company structure
Correct Answer True
Your Answer True

Select The Blank
Question In production era, demand is ________ than supply
Correct Answer Greater
Your Answer Greater

Multiple Choice Multiple Answer
Question Drawbacks of Survey of Buyer’s intention method are
Correct Answer Exposure, Not accurate, Time consuming
Your Answer Not accurate, Time consuming, Sales may be inflated or deflated by sales team

Multiple Choice Multiple Answer
Question Total cost concept includes
Correct Answer Damaged goods, Inventory obsolescence, Transportation
Match The Following

Question Correct Answer Your Answer

- Air-freight It is the best quality type of transportation available. The advantage is speed and flexibility in carrying small loads.
- Inventory carrying cost It increases as the quantity ordered increases. It increases as the quantity ordered increases.
- Order processing cost It decreases as the quantity ordered increases. It decreases as the quantity ordered increases.
- Pipe-line It is used to transport petroleum products to refineries. It is used to transport petroleum products to refineries.

Multiple Choice Multiple Answer

- Question These are the characteristics of services
- Correct Answer Sold on basis of benefits, Quality control is tough
- Your Answer Sold on basis of benefits, Mechanised and automated

Select The Blank

- Question The cost of warehousing, transportation, inventory and handling products together constitutes ________ concept.
- Correct Answer Total cost
- Your Answer Fixed cost

Multiple Choice Multiple Answer

- Question Forecasting methods for existing products are
- Correct Answer Simple trend analysis, Time series analysis, Correlation method
- Your Answer Simple trend analysis, Correlation method, Market tests

Multiple Choice Single Answer

- Question It helps an organisation to cope with future by setting objectives and making strategies to achieve them
- Correct Answer Planning
- Your Answer Planning

True/False

- Question Change in company structure from divisional to matrix also mean changes in the systems in various degrees
- Correct Answer True
- Your Answer True
Select The Blank
Question ________ is a delivery of standard of living to society
Correct Answer Marketing
Your Answer Values

True/False
Question "The customer is always right" is the spirit of marketing concept.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question The participants in a communication process are :
Correct Answer Source , Recipient
Your Answer Source , Recipient

Multiple Choice Single Answer
Question In which stage of Product life cycle, brand choice is heavily influenced by reference group
Correct Answer Maturity
Your Answer Decline

Multiple Choice Single Answer
Question The frequency at which a product is used is called ?
Correct Answer Usage rate
Your Answer Usage rate

Select The Blank
Question The factor of satisfaction and ________ motives are consistent in society
Correct Answer Profit
Your Answer Exchange

Multiple Choice Multiple Answer
Question A business is a system consisting of following elements
Correct Answer Input and output , Objectives , Process and feedback
Your Answer Objectives , Process and feedback , Profits

Multiple Choice Single Answer
Question In Cost Optimisation :
Correct Answer Overall physical distribution costs are minimised
Your Answer Overall physical distribution costs are minimised
MM all combined

True/False
Question Communicating with middlemen requires information which is different to the information required in communicating with the final buyers.
Correct Answer True
Your Answer True

True/False
Question Internal records such as sales reports, cost and accounting information are expensive to obtain.
Correct Answer False
Your Answer False

Multiple Choice Multiple Answer
Question Beliefs are based on
Correct Answer Knowledge, Opinion, Faith
Your Answer Knowledge, Opinion, Faith

True/False
Question "Promotion" is considered in conjunction with "Convenience".
Correct Answer False
Your Answer False

Select The Blank
Question ________ describes a person’s favourable or unfavourable action tendencies towards object
Correct Answer Attitudes
Your Answer Attitudes

Multiple Choice Multiple Answer
Question Criteria for choosing distribution channels are:
Correct Answer Market coverage, Control, Costs
Your Answer Market coverage, Control, Costs

Select The Blank
Question ________ is seen as an integral process that converts materials into goods
Correct Answer Systems
Your Answer Statistical quality control

Select The Blank
Question Modern Accounting uses ________ as a unit of measure
Correct Answer Time
Your Answer Time
Multiple Choice Multiple Answer
Question How does 'structure' reduce external uncertainty arising out of human behaviour
Correct Answer Research and planning, Forecasting
Your Answer Research and planning, Forecasting

True/False
Question Economic forecasts are available from industry trade associations
Correct Answer False
Your Answer True

Multiple Choice Single Answer
Question The organisation focuses attention on one market segment and develops one marketing mix for that segment. This is known as:
Correct Answer Concentration
Your Answer Concentration

Multiple Choice Single Answer
Question This method enables the forecaster to take into consideration seasonal fluctuations and long term fluctuations
Correct Answer Time Series Analysis
Your Answer Time Series Analysis

True/False
Question Macro environment is composed of the major forces that pose opportunities and create threat for the Co.
Correct Answer True
Your Answer True

Match The Following
Question Correct Answer Your Answer
Feedback Communication from receiver to sender Interpreting the message by receiver
Encoding Putting meaning to symbols conveyed as messages A means by which source communicates the message
Decoding Interpreting the message by receiver Putting meaning to symbols conveyed as messages
Noise It interferes with communication process It interferes with communication process
Select The Blank

Question   Customers are brand, style and type conscious when buying ______ products.
Correct Answer   Special
Your Answer   Special

Multiple Choice Multiple Answer

Question   The micro-environment consists of following components:
Correct Answer   Marketing intermediaries, Customers, Competitors
Your Answer   Marketing intermediaries, Customers, Competitors

Multiple Choice Single Answer

Question   This approach estimates sales potential of a territory by estimating the number of units of a product category that a buyer buys from all suppliers multiplied by the number of potential buyers in that territory
Correct Answer   Buildup approach
Your Answer   Buildup approach

Multiple Choice Multiple Answer

Question   The basic goals in introductory stage are
Correct Answer   Induce acceptance of new product, Gain initial distribution
Your Answer   Induce acceptance of new product, Gain initial distribution

Multiple Choice Multiple Answer

Question   The various variations of Negotiated contract are
Correct Answer   Cost plus pricing, Fixed price, Fixed price and incentive
Your Answer   Variable Price, Fixed price and incentive

Select The Blank

Question   Module of Flotilla strikes an optimum balance of ________ and flexibility
Correct Answer   Standardisation
Your Answer   Standardisation

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LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Multiple Choice Single Answer

Question   The price cut causes large increase in quantity sold and price rise results in fall in quantity sold. This demand is called
Correct Answer: Price elastic  
Your Answer: Price elastic  

True/False  
Question: Marketer discourages his brand users for brand switching.  
Correct Answer: True  
Your Answer: True  

Multiple Choice Multiple Answer  
Question: Learning consists of  
Correct Answer: Cues, Drives, Response  
Your Answer: Cues, Drives, Response  

Multiple Choice Single Answer  
Question: It is the series of marketing institutions that help in moving the product from producer to the ultimate user.  
Correct Answer: Marketing channel  
Your Answer: Marketing channel  

Multiple Choice Multiple Answer  
Question: Physical distribution management includes  
Correct Answer: Manufacturer, Middlemen, Warehouse operators  
Your Answer: Manufacturer, Middlemen, Warehouse operators  

Multiple Choice Single Answer  
Question: It gathers, records and analyses data about problems related to Marketing  
Correct Answer: Market Research  
Your Answer: Market Research  

Select The Blank  
Question: ________ can price it’s product without any regard to competitor.  
Correct Answer: Pure monopolist  
Your Answer: Pure monopolist  

Multiple Choice Multiple Answer  
Question: Adoption rate will be higher and faster if the product has society  
Correct Answer: Lower price, Greater utility, Compatability with society  
Your Answer: Lower price, Greater utility, Compatability with society  

True/False  
Question: Consumption is shaped by the stage of family life cycle  

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Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Types of product classification
Correct Answer Consumables, Durables, Services
Your Answer Consumables, Durables, Emergency

True/False
Question After sales service is provided in a customer oriented firm
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Concept of marketing includes study of
Correct Answer Transaction, Transfer, Exchange
Your Answer Transaction, Transfer, Exchange

Select The Blank
Question More ________ is involved in sales to industrial buyers than consumers
Correct Answer Money
Your Answer Costs

Multiple Choice Multiple Answer
Question Major role of promotion is to :
Correct Answer Inform, Remind, Persuade
Your Answer Inform, Remind, Persuade

Multiple Choice Single Answer
Question What is product concept?
Correct Answer Detailed version of idea stated in consumer terms
Your Answer Consumer’s perception of an actual product

Multiple Choice Single Answer
Question The organisation focusses attention on one market segment and develops one marketing mix for that segment. This is known as :
Correct Answer Concentration
Your Answer Concentration

True/False
Question Warehouses are needed when supply sources and markets are located close by.
Correct Answer False
LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Multiple Choice  Multiple Answer
Question  Types of psychological pricing are
Correct Answer  Prestige , Leader  
Your Answer  Prestige , Odd , Leader

Select The Blank
Question  Firm’s that lack promotional skills rely on ________ for promotional push.
Correct Answer  Middlemen  
Your Answer  Middlemen

Select The Blank
Question  For ________ items, reseller reorders goods when inventory gets low
Correct Answer  Standard  
Your Answer  Standard

Select The Blank
Question  ________ guides the development of advertisements and personal sales presentations.
Correct Answer  AIDA  
Your Answer  AIDA

Multiple Choice Single Answer
Question  This method is more accurate for short term forecasts
Correct Answer  Simple Trend Analysis  
Your Answer  Simple Trend Analysis

Select The Blank
Question  Product means the ________ and services the company offers the target market.
Correct Answer  Goods  
Your Answer  Goods

Multiple Choice Single Answer
Question  Profits are negative in which stage of product life cycle?
Correct Answer  Introductory  
Your Answer  Introductory
Multiple Choice Single Answer
Question What is Recurrent data?
Correct Answer Routinely collected data
Your Answer Routinely collected data

True/False
Question Consumer behaviour is more challenging across international border.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question The reseller’s assortment influences it’s
Correct Answer Marketing mix, Customer mix, Supplier mix
Your Answer Marketing mix, Customer mix, Supplier mix

Multiple Choice Single Answer
Question A diet conscious person after playing football is thirsty. He opts for :-
Correct Answer Diet coke
Your Answer Diet coke

Multiple Choice Single Answer
Question Marketing arises from ?
Correct Answer Exchange
Your Answer Exchange

Multiple Choice Single Answer
Question It gathers, records and analyses data about problems related to Marketing
Correct Answer Market Research
Your Answer Market Research

Select The Blank
Question ________ identifies the impact of any change on performance
Correct Answer Statistical quality control
Your Answer Statistical quality control

Multiple Choice Multiple Answer
Question These products move through short channels:
Correct Answer Eggs, Bread, Clothing, Cement
Your Answer Eggs, Bread, Clothing, Cement
Match The Following
Question Correct Answer Your Answer

Historical research Uses past experiences to find solutions Uses past experiences to find solutions

Survey research Obtains data from respondents in person Obtains data from respondents in person

Experimental research One factor is constant and holding other factors One factor is constant and holding other factors

Motivational research It analyses consumer motives It analyses consumer motives

Multiple Choice Multiple Answer
Question Target marketing involves
Correct Answer Market targeting, Market segmentation
Your Answer Market segmentation, Market targeting

True/False
Question Marketer discourages his brand users for brand switching.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question New product forms and brands enter in which stage of product life cycle?
Correct Answer Growth
Your Answer Introductory

Multiple Choice Single Answer
Question It refers to formal and informal rules, regulations and procedures that complements the company structure
Correct Answer Systems
Your Answer Systems

Match The Following
Question Correct Answer Your Answer

Tangible sources Capital, machines, raw material Capital, machines, raw material

Intangible sources Information, time and technology Information, time and technology
Consumer to producer  Backward communication Backward communication

Customer is the focal point in Marketing Marketing

Multiple Choice Single Answer
Question Who provides time and place utility?
Correct Answer Intermediary
Your Answer Intermediary

Select The Blank
Question \[ \underline{\text{_______}} \text{ routinely performs all functions on recurrent, internal and external data} \]
Correct Answer Recurrent data system (RDS)
Your Answer Recurrent data system (RDS)

Multiple Choice Single Answer
Question The greatest amount of satisfaction comes from which utility
Correct Answer Possession
Your Answer Possession

Multiple Choice Multiple Answer
Question Income,occupation,education, age,marital status are factors of which type of segmentation?
Correct Answer Geographic, Demographic
Your Answer Geographic, Demographic

Multiple Choice Single Answer
Question In which phase of production era, the producer and consumer are the same?
Correct Answer Subsistence
Your Answer Subsistence

True/False
Question Experimental research involves obtaining data from respondents in person, mail or by phone
Correct Answer False
Your Answer False

Select The Blank
Question \[ \underline{\text{_______}} \text{ distribution is used when a small percentage of customers account for a large part of sale.} \]
Correct Answer Selective
Your Answer Selective
Multiple Choice Single Answer
Question It is the most influential primary reference group shaping a buyer’s behaviour
Correct Answer Family
Your Answer Family

True/False
Question Survey of buyers’ intentions technique is comparatively costly and the data gathered is of questionable value.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question After the new product has passed the conceptual stages it becomes more concrete in which stages?
Correct Answer Test marketing, Commercialisation, Product development
Your Answer Test marketing, Commercialisation, Product development

Multiple Choice Multiple Answer
Question How does ‘structure’ reduce internal uncertainty arising out of human behaviour
Correct Answer Control mechanism, Departmentalisation
Your Answer Control mechanism, Departmentalisation

True/False
Question Services can be stored in inventory.
Correct Answer False
Your Answer False

Multiple Choice Multiple Answer
Question When is demand price elastic?
Correct Answer Price cut causes revenue to increase, Price rise causes revenue to decrease
Your Answer Price cut causes revenue to increase, Price rise causes revenue to decrease

True/False
Question Marketing strategies are developed to support broad marketing objectives
Correct Answer True
Your Answer True
Select The Blank

Question A change in quantity demanded of a product is caused by a change in its ________.
Correct Answer Price
Your Answer Price

Multiple Choice Single Answer
Question It sets a sales performance standard against which actual sales results can be compared with potential sales.
Correct Answer Sales forecast
Your Answer Sales forecast

Multiple Choice Single Answer
Question "How much to order" is also called as
Correct Answer Basic stock
Your Answer Re-order point

True/False
Question Product concept testing through physical presentation increase the reliability of test.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Competition develops in which stage of Product life cycle?
Correct Answer Maturity
Your Answer Maturity

Multiple Choice Single Answer
Question It is is the data which has been converted to a useful form for decision making
Correct Answer Information
Your Answer Information

Multiple Choice Single Answer
Question What is product concept?
Correct Answer Detailed version of idea stated in consumer terms
Your Answer Detailed version of idea stated in consumer terms

True/False
Question Industrial goods are sold to end-users for personal consumption.
Correct Answer False
Your Answer False
True/False
Question  Systems are formal and informal rules and regulations that complements the company structure
Correct Answer  True
Your Answer  True

Multiple Choice  Multiple Answer
Question  Major role of promotion is to :
Correct Answer  Inform, Remind, Persuade
Your Answer  Inform, Remind, Persuade

Select The Blank
Question  A speciality product is ________ intensively distributed than a shopping product
Correct Answer  Less
Your Answer  Less

Multiple Choice  Single Answer
Question  Production creates which type of utility
Correct Answer  Form
Your Answer  Form

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LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Multiple Choice  Single Answer
Question  The company earns an acceptable rate of return on their net sales. This profitability objective is called:
Correct Answer  Target return
Your Answer  Target return

True/False
Question  Product concept testing through physical presentation increase the reliability of test.
Correct Answer  True
Your Answer  True

Match The Following
Question  Correct Answer  Your Answer
Only one seller and no competition permitted legally  MonopolyPure monopoly
Few sellers but account for bulk of industry’s sales  OligopolyOligopoly
Many sellers and buyers and each seller’s offering is somewhat different than
MM all combined

others Monopolistic Monopolistic

Many sellers and buyers and none of them have much effect on the total demand, supply and product’s market price. Pure competition. Pure competition

Select The Blank
Question The cost of warehousing, transportation, inventory and handling products together constitutes _______ concept.
Correct Answer Total cost
Your Answer Optimisation cost

Multiple Choice Multiple Answer
Question After the new product has passed the conceptual stages it becomes more concrete in which stages?
Correct Answer Test marketing, Commercialisation, Product development
Your Answer Test marketing, Commercialisation, Product development

Select The Blank
Question _______ distribution is used when a small percentage of customers account for a large part of sale.
Correct Answer Selective
Your Answer Selective

Multiple Choice Single Answer
Question Marketing arises from?
Correct Answer Exchange
Your Answer Exchange

Select The Blank
Question _______ eliminates the risk of losing customer’s goodwill
Correct Answer One price policy
Your Answer One price policy

Select The Blank
Question ______ planning determines the number, location and ownership of warehouses.
Correct Answer Warehouse
Your Answer Logistics

Multiple Choice Single Answer
Question It is that element of a plan that specifies what is to be accomplished.
Correct Answer Objectives

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Your Answer Objectives

Multiple Choice Multiple Answer
Question Research design is classified as:
Correct Answer Methodology, Function
Your Answer Function, Methodology

Multiple Choice Single Answer
Question An example of Want is:
Correct Answer Continental food
Your Answer Continental food

True/False
Question Product, place and promotion elements in the marketing mix are viewed as cost factors.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question When is demand price elastic?
Correct Answer Price cut causes revenue to increase, Price rise causes revenue to decrease
Your Answer Price cut causes revenue to increase, Price rise causes revenue to decrease

Multiple Choice Single Answer
Question What is the most important promotion activity required in Industrial buying process?
Correct Answer Personal selling
Your Answer Personal selling

True/False
Question The greater the number of substitutes for a product, the less price elastic is its demand.
Correct Answer False
Your Answer True

Multiple Choice Multiple Answer
Question Market segmentation can be done on the basis of following factors
Correct Answer Psychographic, Demographic, Geographic
Your Answer Psychographic, Demographic, Geographic

True/False
Question Correlation methods is also used to supplement other techniques.
Correct Answer False
Your Answer False

True/False
Question Marketing involves a backward communication from consumer to producer.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question It helps an organisation to cope with future by setting objectives and making strategies to achieve them.
Correct Answer Planning
Your Answer Planning

Select The Blank
Question ________ identifies the impact of any change on performance.
Correct Answer Statistical quality control
Your Answer Statistical quality control

Match The Following
Question Correct Answer Your Answer
Encoding Putting meaning to symbols conveyed as messages Putting meaning to symbols conveyed as messages
Decoding Interpreting the message by receiver Interpreting the message by receiver
Noise It interferes with communication process It interferes with communication process
Feedback Communication from receiver to sender Communication from receiver to sender

True/False
Question Marketer discourages his brand users for brand switching.
Correct Answer True
Your Answer True

Select The Blank
Question ________ concept increases the efficiency of economic system.
Correct Answer Marketing
Multiple Choice Multiple Answer
Question: The tangible inputs in a business are
Correct Answer: Capital, Machine, Time
Your Answer: Capital, Machine, Time

Select The Blank
Question: Few large buyers do maximum purchasing in _________
Correct Answer: Industrial market
Your Answer: Industrial market

True/False
Question: Marketing channels move products from customers to manufacturer.
Correct Answer: False
Your Answer: False

Select The Blank
Question: _________ is an important tool for planning and controlling the firm’s activities
Correct Answer: Sales Forecast
Your Answer: Sales Forecast

True/False
Question: The super structure indicates ways in which company’s tasks are integrated or coordinated
Correct Answer: True
Your Answer: False

Multiple Choice Single Answer
Question: Who provides time and place utility?
Correct Answer: Intermediary
Your Answer: Intermediary

True/False
Question: Marketing and production costs are high in multi-segment strategy
Correct Answer: True
Your Answer: True

Multiple Choice Single Answer
Question: Consumerism emerged in which era of Marketing?
Correct Answer: Sales
Your Answer: Sales
MM all combined

Your Answer Sales

Select The Blank
Question Buyer's response in ________ method may not be applicable in other markets
Correct Answer Market tests
Your Answer Market tests

Multiple Choice Multiple Answer
Question The micro-environment consists of following components:
Correct Answer Marketing intermediaries, Customers, Competitors
Your Answer Marketing intermediaries, Customers, Competitors

Multiple Choice Single Answer
Question It refers to formal and informal rules, regulations and procedures that complements the company structure
Correct Answer Systems
Your Answer Systems

Multiple Choice Single Answer
Question Marketer tries to seek what kind of response from the other party?
Correct Answer Behavioural
Your Answer Behavioural

Multiple Choice Multiple Answer
Question Target marketing involves
Correct Answer Market targeting, Market segmentation
Your Answer Market targeting, Market segmentation

Multiple Choice Multiple Answer
Question Money is invested by way of
Correct Answer Debt, Equity
Your Answer Debt, Equity

Multiple Choice Single Answer
Question The greatest amount of satisfaction comes from which utility
Correct Answer Possession
Your Answer Form

Multiple Choice Single Answer
Question Members of this group are average white and blue collar workers who aim for better living
Correct Answer Middle class
MM all combined

Your Answer Middle class

Multiple Choice Multiple Answer
Question What is Statistical Quality Control (SQC)
Correct Answer Identifies quality and productivity from a production process, Identifies impact of any change on performance, Instantly spots malfunctions and show where they occur.
Your Answer Identifies quality and productivity from a production process, Identifies impact of any change on performance, Instantly spots malfunctions and show where they occur.

Select The Blank
Question _______ directs the flow of goods and services from the producer to the ultimate consumer.
Correct Answer Marketing
Your Answer Marketing

Multiple Choice Multiple Answer
Question Income, occupation, education, age, marital status are factors of which type of segmentation?
Correct Answer Geographic, Demographic
Your Answer Geographic, Demographic

Multiple Choice Single Answer
Question This involves developing two or more market strategies for two or more market segments.
Correct Answer Multi-segmentation
Your Answer Multi-segmentation

Multiple Choice Multiple Answer
Question Characteristics of mass market strategy are:
Correct Answer One market mix for target market, One distribution and promotion strategy.
Your Answer One market mix for target market, One distribution and promotion strategy.

Multiple Choice Single Answer
Question Safety stock available with a company is 200 units and seasonal stock is 150 units. The usage rate of the product is 5 units/day and lead time is of 10 days. Calculate the basic stock.
Correct Answer 400 units
Your Answer 400 units

Multiple Choice Multiple Answer
Question Product characteristics that influence channel selection are

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MM all combined
Correct Answer: Complexity, Perishability, Weight
Your Answer: Complexity, Perishability, Weight
LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Multiple Choice Single Answer
Question  This distribution limits intermediaries to one per given territory.
Correct Answer  Exclusive
Your Answer  Exclusive

Multiple Choice Single Answer
Question  Production creates which type of utility
Correct Answer  Form
Your Answer  Form

Multiple Choice Multiple Answer
Question  What is Marginal cost?
Correct Answer  The additional cost of each unit of product, It ignores non-price competition, Marginal revenue is less than average revenue
Your Answer  The additional cost of each unit of product

Multiple Choice Multiple Answer
Question  Total cost includes:
Correct Answer  Fixed cost, Variable cost
Your Answer  Fixed cost, Variable cost

Multiple Choice Single Answer
Question  These groups tend to informal behaviour and there is continuous interaction among people
Correct Answer  Primary
Your Answer  Primary

Multiple Choice Single Answer
Question  Marketing arises from?
Correct Answer  Exchange
Your Answer  Self production

Multiple Choice Single Answer
Question  An example of Want is:
Correct Answer  Continental food
Your Answer  Clothing

Match The Following
Question  Correct Answer  Your Answer

Exclusive Assortment  Carrying the line of only one manufacturer
Your Answer  Carrying the line of only one manufacturer

Open bid Contract awarded to lowest bidder
Your Answer  Contract awarded to lowest bidder
Negotiated Contract Direct negotiation with one or more companies covering project and terms Direct negotiation with one or more companies covering project and terms

Deep Assortment Carrying a product family in depth, drawing on many producer's output
Carrying a product family in depth, drawing on many producer's output

Multiple Choice Multiple Answer
Question The reseller's assortment influences it's
Correct Answer Marketing mix, Customer mix, Supplier mix
Your Answer Marketing mix, Supplier mix, Buyer mix

Multiple Choice Single Answer
Question What is the most important promotion activity required in Industrial buying process
Correct Answer Personal selling
Your Answer Personal selling

Select The Blank
Question _______ concept increases the efficiency of economic system
Correct Answer Marketing
Your Answer Marketing

Multiple Choice Multiple Answer
Question Commercial sources have following sources
Correct Answer Advertising, Packaging, Sales persons
Your Answer Advertising, Mass media, Sales persons

Select The Blank
Question In _______ pricing buyers pay different prices under the same conditions, in the same quantities and at the same time
Correct Answer Variable
Your Answer Variable

Multiple Choice Multiple Answer
Question Business is rated on which dimensions
Correct Answer Market attractiveness, Business strength
Your Answer Market attractiveness, Profit margin, Competition level

Multiple Choice Single Answer
Question The company earns an acceptable rate of return on their net sales. This profitability objective is called:
Correct Answer Target return
Your Answer Target return
True/False
Question Pricing strategies change over the life cycle of the product
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question When is demand price elastic?
Correct Answer Price cut causes revenue to increase, Price rise causes revenue to decrease
Your Answer Price cut causes revenue to increase, Price rise causes revenue to decrease

Multiple Choice Single Answer
Question It is the data which has been converted to a useful form for decision making
Correct Answer Information
Your Answer Information

Multiple Choice Single Answer
Question Who provides time and place utility?
Correct Answer Intermediary
Your Answer Intermediary

Multiple Choice Single Answer
Question "Law of demand" is
Correct Answer More units of product are demanded at lower price
Your Answer More units of product are demanded at lower price

Multiple Choice Single Answer
Question The greatest amount of satisfaction comes from which utility
Correct Answer Possession
Your Answer Possession

Multiple Choice Single Answer
Question It focusses on one or more selected market segments and develops separate marketing mix for each segment
Correct Answer Target Marketing
Your Answer Target Marketing

Select The Blank
Question _______ method is suitable for products with a stable demand pattern
Correct Answer Simple trend analysis
Your Answer Simple trend analysis

Multiple Choice Multiple Answer
Question Drawbacks of Survey of Buyer's intention method are
Correct Answer: Not accurate, Time consuming
Your Answer: Not accurate, Time consuming, Sales may be inflated or deflated by sales team

True/False
Question: Industrial goods are sold to end-users for personal consumption.
Correct Answer: False
Your Answer: False

Multiple Choice Single Answer
Question: What is Exclusive Assortment?
Correct Answer: Carrying the line of only one manufacturer
Your Answer: Carrying the line of only one manufacturer

Multiple Choice Multiple Answer
Question: For exchange to take place, which conditions must be satisfied?
Correct Answer: At least two parties, Each party is capable of communication and delivery, Each party has something that might be of value to the other party
Your Answer: At least two parties, Each party has something that might be of value to the other party

Multiple Choice Single Answer
Question: D in AIDA stands for:
Correct Answer: Desire
Your Answer: Desire

Multiple Choice Single Answer
Question: Marketer tries to seek what kind of response from the other party?
Correct Answer: Behavioural
Your Answer: Transaction

True/False
Question: MIS provides marketers with the right amount and type of information in a timely fashion.
Correct Answer: True
Your Answer: True

True/False
Question: The key to successful new product introduction lies in a systems approach.
Correct Answer: True
Your Answer: True

True/False
Question: Market segmentation is the decision to identify different groups that compose the market and to develop specific product for each of these groups.
Correct Answer: False
Your Answer    True

Select The Blank
Question ________ occurs when people inspite of being qualified and experienced and trained have to settle for a low level job.
Correct Answer    Underemployment
Your Answer    Underemployment

True/False
Question    Distribution costs are low when intermediaries are used in the channel.
Correct Answer    True
Your Answer    True

Select The Blank
Question ________ planning determines the number, location and ownership of warehouses.
Correct Answer    Warehouse
Your Answer    Warehouse

Select The Blank
Question    For ________ items, reseller reorders goods when inventory gets low
Correct Answer    Standard
Your Answer    Standard

Multiple Choice Multiple Answer
Question    The tangible inputs in a business are
Correct Answer    Capital, Machine
Your Answer    Capital, Machine

Multiple Choice Single Answer
Question    What is product development?
Correct Answer    New product-Existing market
Your Answer    New product-Existing market

Select The Blank
Question    The benefits of a change in process are defined in terms of ________ cost savings
Correct Answer    Labour
Your Answer    Fixed

True/False
Question    In negotiated contracts, the bid selected by buyer is not necessarily the lowest
Correct Answer    True
Your Answer    True

Select The Blank
Question ______ guides the development of advertisements and personal sales presentations.
Correct Answer   AIDA
Your Answer   AIDA

Select The Blank
Question ______ is a part of the company that has a separate mission and objectives
Correct Answer   SBU
Your Answer   SBU

Multiple Choice Single Answer
Question   A diet conscious person after playing football is thirsty. He opts for :-
Correct Answer   Diet coke
Your Answer   Diet coke

Match The Following
Question Correct Answer Your Answer
Customer is the focal point in Marketing   Marketing
Tangible sources   Capital, machines, raw material   Selling
Intangible sources   Information, time and technology   Information, time and technology
Consumer to producer   Backward communication   Backward communication

Multiple Choice Single Answer
Question   In which phase of production era, the producer and consumer are the same?
Correct Answer   Subsistence
Your Answer   Subsistence

Multiple Choice Single Answer
Question   Consumerism emerged in which era of Marketing?
Correct Answer   Sales
Your Answer   Sales

Multiple Choice Multiple Answer
Question   Trade promotions include
Correct Answer   Push money allowance, Promotional allowance
Your Answer   Push money allowance, Promotional allowance
LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Select The Blank
Question ________ is a descriptive thought that a person holds about something
Correct Answer  Belief
Your Answer   Belief

Select The Blank
Question Advertising, packaging etc. are the elements in ________ mix.
Correct Answer  Promotion
Your Answer   Promotion

Select The Blank
Question The factor of satisfaction and ________ motives are consistent in society
Correct Answer  Profit
Your Answer   Profit

True/False
Question Experimental research involves obtaining data from respondents in person, mail or by phone
Correct Answer  False
Your Answer   False

Multiple Choice Multiple Answer
Question What are psychogenetic needs
Correct Answer  Belonging , Recognition
Your Answer   Belonging , Recognition

True/False
Question The hypothesis may prove to be either right or wrong
Correct Answer  True
Your Answer   True

Multiple Choice Multiple Answer
Question Features of Question Marks?
Correct Answer  High growth , Low share SBUs
Your Answer   High growth , Low share SBUs

True/False
Question Group influence is weak both in product and brand choice in Decline stage of Product life cycle
Correct Answer  True
Your Answer   True

Select The Blank
Question ______ directs the flow of goods and services from the producer to the ultimate consumer
Correct Answer  Marketing
Your Answer  Marketing

Match The Following
Question Correct Answer Your Answer
Air-freight It is the best quality type of transportation available. It is the best quality type of transportation available.
Inventory carrying cost It increases as the quantity ordered increases. It increases as the quantity ordered increases.
Order processing cost It decreases as the quantity ordered increases. It decreases as the quantity ordered increases.
Pipe-line It is used to transport petroleum products to refineries. It is used to transport petroleum products to refineries.

Multiple Choice Single Answer
Question  It is the process of influencing one's behaviour by sharing ideas, feelings and information.
Correct Answer  Communication
Your Answer  Communication

Multiple Choice Single Answer
Question  Competition develops in which stage of Product life cycle?
Correct Answer  Maturity
Your Answer  Growth

Select The Blank
Question ______ is a delivery of standard of living to society
Correct Answer  Marketing
Your Answer  Marketing

True/False
Question  "Idea screening" stage reduces the number of ideas based on company's criteria.
Correct Answer  True
Your Answer  True

Select The Blank
Question  Skimming pricing involves_______ risk.
Correct Answer  Low
Multiple Choice Single Answer
Question It is his duty to analyse and convert data to information
Correct Answer Researcher
Your Answer Researcher

Multiple Choice Single Answer
Question What is diversification?
Correct Answer New product-New market
Your Answer New product-Existing market

True/False
Question Secondary data is cheaper and faster to collect than primary data
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Interpersonal communication is between:
Correct Answer Source and receiver
Your Answer Source and receiver

Select The Blank
Question ________ is a bundle of physical, chemical and/or intangible attributes that has the potential of satisfying customer wants.
Correct Answer Product
Your Answer Product

Multiple Choice Single Answer
Question New products enter the market and old customers make repeat purchase during which stage of product life cycle?
Correct Answer Growth
Your Answer Growth

Select The Blank
Question Customers are brand, style and type conscious when buying ________ products.
Correct Answer Special
Your Answer Special

True/False
Question Consumer needs are matched with the company capabilities and goals in marketing process.
Correct Answer True
Your Answer True
Multiple Choice Multiple Answer
Question A business is a system consisting of following elements
Correct Answer Input and output, Objectives, Process and feedback
Your Answer Input and output, Objectives, Process and feedback

Select The Blank
Question The cost of warehousing, transportation, inventory and handling products together constitutes _______ concept.
Correct Answer Total cost
Your Answer Total cost

True/False
Question After sales service is provided in a customer oriented firm
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question What are variable costs?
Correct Answer Material, Labour
Your Answer Material, Labour

Select The Blank
Question _______ is seen as an integral process that converts materials into goods
Correct Answer Systems
Your Answer Systems

Multiple Choice Multiple Answer
Question Market segmentation can be done on the basis of following factors
Correct Answer Psychographic, Demographic, Geographic
Your Answer Psychographic, Demographic, Geographic

Multiple Choice Single Answer
Question It is the most influential primary reference group shaping a buyer's behaviour
Correct Answer Family
Your Answer Family

Multiple Choice Multiple Answer
Question Types of Organisational Market
Correct Answer Reseller market, Industrial market, Government market
Your Answer Reseller market, Industrial market, Government market

Multiple Choice Single Answer
Question The tool that a sender uses to reach to the receiver is called:
Correct Answer Message
Your Answer Message
True/False
Question  Marketing concept has application only in profit oriented businesses.
Correct Answer  False
Your Answer  False

Multiple Choice Multiple Answer
Question  Money is invested by way of
Correct Answer  Debt, Equity
Your Answer  Debt, Equity, Return

Match The Following
Question  Correct Answer  Your Answer
This refers to the number of product items within each product line. Product depth
Product depth

This includes all product item's a company offers. Product mix
Product mix

This is a group of products that are related. Product line.
Product line.

This is the total number of product lines. Product breadth
Product breadth

Multiple Choice Multiple Answer
Question  An unhealthy portfolio has
Correct Answer  More dogs, Few stars
Your Answer  More dogs, Few stars

Multiple Choice Single Answer
Question  A centralised inventory means
Correct Answer  Building and stocking one warehouse
Your Answer  Building and stocking one warehouse

Select The Blank
Question  Product ________ plays a major role in distribution strategy.
Correct Answer  Awareness
Your Answer  Awareness

True/False
Question  Firms that lack promotional capabilities rely on middlemen.
Correct Answer  True
Your Answer  True

Select The Blank
Question  An organisational assessment uncovers________
Correct Answer  Weaknesses
Multiple Choice Multiple Answer
Question: The tangible inputs in a business are
Correct Answer: Capital, Machine, Time
Your Answer: Capital, Machine

Multiple Choice Multiple Answer
Question: Uses of Market research are:
Correct Answer: Advertising effectiveness, Sales forecasting, Identifying market trends
Your Answer: Advertising effectiveness, Sales forecasting, Identifying market trends

Select The Blank
Question: In production era, demand is ________ than supply
Correct Answer: Greater
Your Answer: Greater

True/False
Question: "Promotion" is considered in conjunction with "Convenience".
Correct Answer: False
Your Answer: False

Multiple Choice Multiple Answer
Question: The external sources of Primary data are:
Correct Answer: Retailer, Wholesaler, Libraries
Your Answer: Retailer, Wholesaler, Libraries

Multiple Choice Single Answer
Question: It is the relative difficulty in understanding or using the product
Correct Answer: Complexity
Your Answer: Complexity

Multiple Choice Single Answer
Question: It refers to the effect price changes have on quantity demanded of a product and the firm's sales revenue.
Correct Answer: Demand elasticity
Your Answer: Demand elasticity
Marketing Management 2

Select The Blank

Question  Product means the ________ and services the company offers the target market.
Correct Answer  Goods
Your Answer  Goods

Multiple Choice Single Answer

Question  These items are directly bought by industrial buyers from producers rather than the middlemen.
Correct Answer  Expensive
Your Answer  Expensive

Multiple Choice Single Answer

ANSWERS

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Page 1
Marketing Management 2

Question A diet conscious person after playing football is thirsty. He opts for:
Correct Answer Diet coke
Your Answer Diet coke

True/False
Question Boston consultance group Matrix focusses on future business.
Correct Answer False
Your Answer False

Multiple Choice Multiple Answer
Question Types of psychological pricing are
Correct Answer Prestige, Leader
Your Answer Prestige, Odd, Leader

Multiple Choice Multiple Answer
Question Physical distribution management includes
Correct Answer Manufacturer, Middlemen, Warehouse operators
Your Answer Manufacturer, Middlemen, Warehouse operators

Multiple Choice Single Answer
Question Here the organisation acquires the operations of one or more other organisations on the same level.
Correct Answer Horizontal integration
Your Answer Horizontal integration

Multiple Choice Single Answer
Question It is his duty to analyse and convert data to information
Correct Answer Researcher
Your Answer Researcher

Select The Blank
Question Skimming pricing involves ________ risk.
Correct Answer Low
Your Answer Low

Multiple Choice Multiple Answer
Question After the new product has passed the conceptual stages it becomes more concrete in which stages?
Correct Answer Test marketing, Commercialisation, Product development
Your Answer Commercialisation, Product development, Marketing strategy development

True/False
Question Storage helps firms balance supply and demand.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question This data is collected to deal with a special problem
Correct Answer Non-recurrent data
Marketing Management 2

Multiple Choice Single Answer
Question The greatest amount of satisfaction comes from which utility
Correct Answer Possession
Your Answer Possession

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer Form
Your Answer Form

Multiple Choice Single Answer
Question It sets a sales performance standard against which actual sales results can be compared with potential sales
Correct Answer Sales forecast
Your Answer Sales forecast

True/False
Question Rise and fall of interest rates has a major effect on consumer’s decision to buy products on credit
Correct Answer True
Your Answer True

Select The Blank
Question ________ is a descriptive thought that a person holds about something
Correct Answer Belief
Your Answer Belief

Select The Blank
Question ________ is a bundle of physical, chemical and/or intangible attributes that has the potential of satisfying customer wants.
Correct Answer Product
Your Answer Product mix

Multiple Choice Single Answer
Question It identifies opportunities for and threats to the organisation
Correct Answer Environmental assessment
Your Answer Environmental assessment

Multiple Choice Single Answer
Question Who provides time and place utility?
Correct Answer Intermediary
Your Answer Intermediary

Multiple Choice Single Answer
Question In which phase of production era, the producer and consumer are the same?
Correct Answer Subsistence
Your Answer Subsistence
Marketing Management 2

Multiple Choice Single Answer
Question Consumerism emerged in which era of Marketing?
Correct Answer Sales
Your Answer Sales

Multiple Choice Single Answer
Question Marketing arises from ?
Correct Answer Exchange
Your Answer Exchange

True/False
Question High level of public scrutiny tends to make Govt. decisions slow.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question It is is the data which has been converted to a useful form for decision making
Correct Answer Information
Your Answer Information

Select The Blank
Question ________ exists when a few large independent firm accounts for bulk of an industry’s sales.
Correct Answer Oligopoly
Your Answer Oligopoly

Multiple Choice Single Answer
Question An example of Want is :
Correct Answer Continental food
Your Answer Continental food

Multiple Choice Multiple Answer
Question Characteristics of Effective segmentation
Correct Answer Actionable, Measurable, Accessible
Your Answer Actionable, Measurable, Accessible

Multiple Choice Multiple Answer
Question Planning of long term strategies are based on following factors:
Correct Answer Opportunity, Objectives, Strategies, Situation assessment, Organization mission, Resources
Your Answer Opportunity, Objectives, Strategies, Situation assessment, Organization mission, Resources

True/False
Question Marketing channels move products from customers to manufacturer.
Correct Answer False
Your Answer False

Select The Blank
Question Satisfying ________ reduces tension
Match The Following
Question Correct Answer Your Answer

This refers to the number of product items within each product line. **Product depth**

This includes all product item’s a company offers. **Product mix**

This is a group of products that are related. **Product line**

This is the total number of product lines. **Product breadth**

**True/False**

Question Services can be stored in inventory.
Correct Answer False
Your Answer False

**Multiple Choice Single Answer**

Question This involves developing two or more market strategies for two or more market segments
Correct Answer Multi-segmentation
Your Answer Multi-segmentation

**Select The Blank**

Question ________ leads to generalisation where similar stimulus generate the same kind of response
Correct Answer Reinforcement
Your Answer Reinforcement

**Multiple Choice Single Answer**

Question Competition develops in which stage of Product life cycle?
Correct Answer Maturity
Your Answer Maturity

**Match The Following**

Question Correct Answer Your Answer

Exclusive Assortment Carrying the line of only one manufacturer
Open bid Contract awarded to lowest bidder
Negotiated Contract Direct negotiation with one or more companies covering project and terms
Deep Assortment Carrying a product family in depth, drawing on many producer’s output
True/False
Question Formal planning provides clearer performance standards.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Product classification is based on
Correct Answer Buyer behaviour
Your Answer Buyer behaviour

Multiple Choice Multiple Answer
Question The participants in a communication process are:
Correct Answer Source, Recipient
Your Answer Source, Recipient

Select The Blank
Question _______ research involves using past experiences to find solutions to marketing problems.
Correct Answer Historical
Your Answer Historical

Select The Blank
Question _______ guides the development of advertisements and personal sales presentations.
Correct Answer AIDA
Your Answer AIDA

Multiple Choice Single Answer
Question The organisation focusses attention on one market segment and develops one marketing mix for that segment. This is known as:
Correct Answer Concentration
Your Answer Concentration

Multiple Choice Single Answer
Question New product forms and brands enter in which stage of product life cycle?
Correct Answer Growth
Your Answer Introductory

Multiple Choice Multiple Answer
Question Key concepts of systems view of management includes
Correct Answer Optimisation concept, Total cost concept, Cost trade-off concept
Your Answer Optimisation concept, Total cost concept, Cost trade-off concept

Multiple Choice Multiple Answer
Question Total cost includes:
Correct Answer Fixed cost, Variable cost
True/False

Question  The demand for a specific brand within a product category is called selective demand.

Correct Answer  True

Your Answer  True
LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Marketing Management 2
LIST OF ATTEMPTED QUESTIONS AND ANSWERS

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LIST OF ATTEMPTED QUESTIONS AND ANSWERS

True/False
Question  "Idea screening" stage reduces the number of ideas based on company's criteria.
Correct Answer  True
Your Answer  True

Select The Blank
Question  Firm's that lack promotional skills rely on ________ for promotional push.
Correct Answer  Middlemen
Your Answer  Advertising agents
Multiple Choice Multiple Answer
Question Advantages of Zone pricing
Correct Answer It is used for products whose freight cost is large in relation to product's value, Buyers in different areas pay different delivered prices
Your Answer It is used for products whose freight cost is large in relation to product's value, Buyers in different areas pay different delivered prices

Match The Following
Question Correct Answer Your Answer
Product related consumer characteristics Brand loyalty, Type of usage Brand loyalty, Type of usage
Demographic Age, Sex Age, Sex
Psychographic Social class, Lifestyle Social class, Lifestyle
Geographic variables City, Region City, Region

Multiple Choice Single Answer
Question D in AIDA stands for:
Correct Answer Desire
Your Answer Desire

Multiple Choice Multiple Answer
Question Research design is classified as:
Correct Answer Function, Methodology
Your Answer Function, Methodology

Multiple Choice Single Answer
Question A diet conscious person after playing football is thirsty. He opts for:
Correct Answer Diet coke
Your Answer Diet coke

Multiple Choice Single Answer
Question In which phase of production era, the producer and consumer are the same?
Correct Answer Subsistence
Your Answer Subsistence

Multiple Choice Single Answer
Question It is the process of influencing one's behaviour by sharing ideas, feelings and information.
Correct Answer Communication
Your Answer Communication

True/False
Question "To increase the market share of our product". Is it a well defined objective?
Correct Answer  False
Your Answer  False

True/False
Question  Economic forecasts are available from industry trade associations
Correct Answer  False
Your Answer  False

Multiple Choice Multiple Answer
Question  When is demand inelastic?
Correct Answer  Price cut causes revenue to decrease , Price rise causes revenue to increase
Your Answer  Price cut causes revenue to decrease , Price rise causes revenue to increase , Price do not remain steady

True/False
Question  Marketer should keep company’s mission and marketing objectives in mind while making pricing decisions.
Correct Answer  True
Your Answer  True

Multiple Choice Single Answer
Question  This forecasting method is based on the opinion of company’s officers
Correct Answer  Executive Judgement
Your Answer  Executive Judgement

Multiple Choice Single Answer
Question  The price of a product is determined by estimating the cost of producing and marketing and then add a percentage of profits. This orientation is called:
Correct Answer  Cost
Your Answer  Cost

Select The Blank
Question  ________ is a delivery of standard of living to society
Correct Answer  Marketing
Your Answer  Marketing

Multiple Choice Multiple Answer
Question  Income, occupation, education, age, marital status are factors of which type of segmentation?
Correct Answer  Geographic, Demographic
Your Answer  Demographic

Select The Blank
Question  ________ routinely performs all functions on recurrent, internal and external data
Correct Answer  Recurrent data system (RDS)
Your Answer  Recurrent data system (RDS)

Multiple Choice Single Answer
Marketing Management 3

Question Marketing arises from ?
Correct Answer Exchange
Your Answer Exchange

Multiple Choice Multiple Answer
Question The tangible inputs in a business are
Correct Answer Capital, Machine, Time
Your Answer Capital, Technology, Machine

Multiple Choice Single Answer
Question Consumerism emerged in which era of Marketing?
Correct Answer Sales
Your Answer Sales

Match The Following
Question Correct Answer Your Answer

Consumer is the focal point in Marketing Marketing

Tangible sources Capital, machines, raw material Capital, machines, raw material
Intangible sources Information, time and technology Information, time and technology

Consumer to producer Backward communication Backward communication

Multiple Choice Multiple Answer
Question Features of Question Marks?
Correct Answer High growth, Low share SBUs
Your Answer High growth, Low share SBUs

Multiple Choice Single Answer
Question The greatest amount of satisfaction comes from which utility
Correct Answer Possession
Your Answer Possession

Select The Blank
Question Product ________ plays a major role in distribution strategy.
Correct Answer Awareness
Your Answer Awareness

Multiple Choice Single Answer
Question Source credibility is :
Correct Answer Receiver’s perception regarding belief on sender.
Your Answer Receiver’s perception regarding belief on sender.

Multiple Choice Single Answer
Question It focuses on one or more selected market segments and develops separate marketing mix for each segment
Correct Answer Target Marketing
Your Answer Target Marketing
Multiple Choice Single Answer
Question  An example of Want is:
Correct Answer  Continental food
Your Answer  Continental food

True/False
Question  Diversification strategy involves diversifying away from their original core businesses
Correct Answer  True
Your Answer  True

True/False
Question  The greater the number of substitutes for a product, the less price elastic is its demand.
Correct Answer  False
Your Answer  False

Multiple Choice Single Answer
Question  This method is more accurate for short term forecasts
Correct Answer  Simple Trend Analysis
Your Answer  Simple Trend Analysis

True/False
Question  Augmented product includes the actual product plus any additional services such as maintenance, installation etc.
Correct Answer  True
Your Answer  True

Select The Blank
Question  ______is a strong internal stimulus impelling action
Correct Answer  Drive
Your Answer  Drive

Select The Blank
Question  Customers are brand, style and type conscious when buying ______ products.
Correct Answer  Special
Your Answer  Special

Multiple Choice Multiple Answer
Question  Characteristics for effective market segmentation are:
Correct Answer  Actionable, Measurable, Accessible
Your Answer  Actionable, Measurable, Accessible

Multiple Choice Multiple Answer
Question  Ways to make people do trial purchases?
Correct Answer  Coupon offers, Discounts, Samples
Your Answer  Coupon offers, Discounts, Samples

True/False
Question  In negotiated contracts, the bid selected by buyer is not
necessarily the lowest
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Learning consists of
Correct Answer Cues, Drives, Response
Your Answer Cues, Drives, Response

Multiple Choice Single Answer
Question Groups having a direct influence on a person are called
Correct Answer Membership groups
Your Answer Membership groups

Multiple Choice Multiple Answer
Question The reseller’s assortment influences its
Correct Answer Marketing mix, Customer mix, Supplier mix
Your Answer Marketing mix, Customer mix, Supplier mix

Select The Blank
Question ________ of physical distribution activities increases its productivity as well as of manufacturer.
Correct Answer Automation
Your Answer Automation

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer Form
Your Answer Form

Select The Blank
Question A specialty product is ________ intensively distributed than a shopping product
Correct Answer Less
Your Answer Less

Multiple Choice Single Answer
Question Who provides time and place utility?
Correct Answer Intermediary
Your Answer Intermediary

Multiple Choice Multiple Answer
Question What are the stages in new product development?
Correct Answer Idea screening, Market testing, Commercialisation
Your Answer Idea screening, Commercialisation

Select The Blank
Question ________ is an important tool for planning and controlling the firm’s activities
Correct Answer Sales Forecast
Your Answer Sales Forecast
Marketing Management 3

Multiple Choice Multiple Answer

Question: Disadvantages of Primary data are:
Correct Answer: Cost factor, Time factor
Your Answer: Cost factor, Time factor

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LIST OF ATTEMPTED QUESTIONS AND ANSWERS
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LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Multiple Choice Single Answer

Question As a person acquires additional units of a product, the amount of satisfaction (each unit adds to total satisfaction), is less than the previous unit. This is called

Correct Answer Law of diminishing marginal utility
Your Answer Law of diminishing marginal utility

Select The Blank

Question ______ is a bundle of physical, chemical and/or intangible attributes that has the potential of satisfying customer wants.

Correct Answer Product
Your Answer Product
Multiple Choice Single Answer
Question An example of Want is:
Correct Answer Continental food
Your Answer Continental food

True/False
Question Marketing concept provides a balance to the exchange process within the social system
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question The tangible inputs in a business are
Correct Answer Capital, Machine, Time
Your Answer Capital, Machine, Time

Multiple Choice Multiple Answer
Question Total cost concept includes
Correct Answer Damaged goods, Inventory obsolescence, Transportation
Your Answer Damaged goods, Inventory obsolescence, Transportation

Multiple Choice Single Answer
Question What is diversification?
Correct Answer New product-New market
Your Answer New product-Existing market

Multiple Choice Single Answer
Question It identifies opportunities for and threats to the organisation
Correct Answer Environmental assessment
Your Answer Environmental assessment

Multiple Choice Single Answer
Question The tool that a sender uses to reach to the receiver is called:
Correct Answer Message
Your Answer Message

Select The Blank
Question ______ research involves using past experiences to find solutions to marketing problems
Correct Answer Historical
Your Answer Historical

Multiple Choice Multiple Answer
Question Conditions for a Successful Communication are:
Correct Answer Sender transmits message, Receiver receives message
Your Answer Sender transmits message, Receiver receives message, Message has meaning

Multiple Choice Single Answer
Question Consumerism emerged in which era of Marketing?
Correct Answer Sales
Your Answer Sales
Select The Blank
Question ________ leads to generalisation where similar stimulus generate the same kind of response
Correct Answer Reinforcement
Your Answer Reinforcement

Multiple Choice Multiple Answer
Question Characteristics for effective market segmentation are:
Correct Answer Actionable, Measurable, Accessible
Your Answer Actionable, Measurable, Accessible

Multiple Choice Multiple Answer
Question Shorter distribution channel results in
Correct Answer Reduced costs, Limited market coverage
Your Answer Reduced costs, Limited market coverage

True/False
Question Companies apply a variety of price adjustment strategies to account for differences in customer segments and situations.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Marketing arises from ?
Correct Answer Exchange
Your Answer Exchange

Multiple Choice Multiple Answer
Question What are the stages in new product development ?
Correct Answer Idea screening, Market testing, Commercialisation
Your Answer Idea screening, Market testing, Commercialisation

Select The Blank
Question A change in quantity demanded of a product is caused by a change in its ________.
Correct Answer Price
Your Answer Price

Multiple Choice Multiple Answer
Question Key concepts of systems view of management includes
Correct Answer Optimisation concept, Total cost concept, Cost trade-off concept
Your Answer Optimisation concept, Total cost concept, Cost trade-off concept

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer Form
Your Answer Form

Select The Blank
Question ________ concept increases the efficiency of economic system
Correct Answer Marketing
Your Answer Marketing

True/False
Question Macro environment is composed of the major forces that pose opportunities and create threat for the Co.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question Ways to make people do trial purchases?
Correct Answer Coupon offers, Discounts, Samples
Your Answer Coupon offers, Discounts, Samples

Multiple Choice Single Answer
Question This data is collected to deal with a special problem
Correct Answer Non-recurrent data
Your Answer Non-recurrent data

Multiple Choice Single Answer
Question In which phase of production era, the producer and consumer are the same?
Correct Answer Subsistence
Your Answer Subsistence

Select The Blank
Question There are more number of substitutes for ________ products.
Correct Answer Multi use
Your Answer Multi use

Select The Blank
Question ________ exists when a few large independent firm accounts for bulk of an industry’s sales.
Correct Answer Oligopoly
Your Answer Oligopoly

Multiple Choice Single Answer
Question Put the stages of adoption process in order
Correct Answer Awareness, interest, evaluation, trial, adoption
Your Answer Awareness, interest, evaluation, trial, adoption

Match The Following
Question Correct Answer Your Answer
Motivational research It analyses consumer motives It analyses consumer motives
Historical research Uses past experiences to find solutions Uses past experiences to find solutions
Survey research Obtains data from respondents in person Obtains data from
Marketing Management 4

respondents in person

Experimental research One factor is constant and holding other factors One factor is constant and holding other factors

True/False
  Question "Idea screening" stage reduces the number of ideas based on company's criteria.
  Correct Answer True
  Your Answer True

Multiple Choice Single Answer
  Question What is Exclusive Assortment?
  Correct Answer Carrying the line of only one manufacturer
  Your Answer Carrying the line of only one manufacturer

True/False
  Question "To increase the market share of our product" .Is it a well defined objective?
  Correct Answer False
  Your Answer False

True/False
  Question A channel's length is also called as horizontal dimension.
  Correct Answer False
  Your Answer False

True/False
  Question Marketer discourages his brand users for brand switching.
  Correct Answer True
  Your Answer True

Multiple Choice Single Answer
  Question The greatest amount of satisfaction comes from which utility
  Correct Answer Possession
  Your Answer Possession

Match The Following
Question Correct Answer Your Answer
This refers to the number of product items within each product line. Product depth Product depth
This includes all product item's a company offers. Product mix Product mix
This is a group of products that are related. Product line. Product line.
This is the total number of product lines. Product breadth Product breadth

Select The Blank
Question ________ routinely performs all functions on recurrent, internal and external data
Correct Answer: Recurrent data system (RDS)
Your Answer: Recurrent data system (RDS)

Multiple Choice Multiple Answer
Question Senses in our body are
Correct Answer: Taste, Touch, See
Your Answer: Taste, Touch, See

True/False
Question Pricing strategies change over the life cycle of the product
Correct Answer: True
Your Answer: True

Multiple Choice Single Answer
Question The output of Stimulus Response Model is
Correct Answer: Product decision
Your Answer: Response

Select The Blank
Question Advertising, packaging etc. are the elements in ________ mix.
Correct Answer: Promotion
Your Answer: Promotion

Multiple Choice Single Answer
Question Who provides time and place utility?
Correct Answer: Intermediary
Your Answer: Intermediary

Multiple Choice Single Answer
Question Depression stage in business cycle is also called
Correct Answer: Bust
Your Answer: Bust

True/False
Question Correlation methods is also used to supplement other techniques.
Correct Answer: False
Your Answer: False

Multiple Choice Single Answer
Question A diet conscious person after playing football is thirsty. He opts for :-
Correct Answer: Diet coke
Your Answer: Diet coke

Multiple Choice Single Answer
Question The price cut causes large increase in quantity sold and price rise results in fall in quantity sold. This demand is called
Correct Answer: Price elastic
Your Answer: Price elastic
LIST OF ATTEMPTED QUESTIONS AND ANSWERS

1. What is the definition of marketing?
2. What are the four Ps in marketing?
3. What is the difference between primary and secondary data?
4. What is the role of market segmentation?
5. What is the importance of customer relationship management?

These questions and answers are based on the marketing management course material.
Multiple Choice Single Answer
Question Deciding on the number of intermediaries to be employed by a producer is called:
Correct Answer Intensity distribution
Your Answer Intensity distribution

Select The Blank
Question ________ distribution is used when a small percentage of customers account for a large part of sale.
Correct Answer Selective
Your Answer Exclusive

Multiple Choice Single Answer
Question Profits are negative in which stage of product life cycle?
Correct Answer Introductory
Your Answer Introductory

Multiple Choice Multiple Answer
Question When is demand inelastic?
Correct Answer Price cut causes revenue to decrease , Price rise causes revenue to increase
Your Answer Price cut causes revenue to decrease , Price rise causes revenue to increase

Multiple Choice Single Answer
Question Which is the products that potential customers do not know about it or they do not want yet.
Correct Answer Unsought
Your Answer Unsought

Multiple Choice Single Answer
Question 4p's of of Marketing should be considered in conjunction with
Correct Answer 4C's
Your Answer 4C’s

Multiple Choice Single Answer
Question Recovery stage in business cycle is also called
Correct Answer Upswing
Your Answer Upswing

Select The Blank
Question Buyer’s response in ________ method may not be applicable
Correct Answer Market tests
Your Answer Market tests

Multiple Choice Single Answer
Question The greatest amount of satisfaction comes from which utility
Correct Answer Possession
Your Answer Form

Multiple Choice Single Answer
Question Government units that purchase or rent goods for carrying out main functions of government is called
Correct Answer Government Market
Your Answer Government Market

Multiple Choice Single Answer
Question In which phase of production era, the producer and consumer are the same?
Correct Answer Subsistence
Your Answer Subsistence

Multiple Choice Single Answer
Question "Image building" objectives are common in which type of market structure?
Correct Answer Oligopoly
Your Answer Competition

True/False
Question Marketer should keep company's mission and marketing objectives in mind while making pricing decisions.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question New products enter the market and old customers make repeat purchase during which stage of product life cycle?
Correct Answer Growth
Your Answer Growth

Match The Following
Question Correct Answer Your Answer

Sales forecast Sales volume Sales volume
Correlation method Historical data Historical data
Market forecast Industry trade associations Industry trade associations
Economic forecast Government Government

True/False
Question Experimental research involves obtaining data from respondents in person, mail or by phone
Correct Answer False
Your Answer False

Select The Blank
Question Specific ________ emerge from broad strategies
Correct Answer Tactics
Your Answer Tactics

Multiple Choice Multiple Answer
Question Ways to make people do trial purchases?
Correct Answer Coupon offers, Discounts, Samples
Your Answer Good packaging, Coupon offers, Discounts

True/False
Question Publicity is news carried in the mass media about a firm and its products, policies or actions.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question This data is originated by original research through observation/enquiry
Correct Answer Primary data
Your Answer Primary data

True/False
Question The demand for a specific brand within a product category is called selective demand.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Consumerism emerged in which era of Marketing?
Correct Answer Sales
Your Answer Marketing
Physical distribution management includes
Correct Answer: Manufacturer, Middlemen, Warehouse operators
Your Answer: Manufacturer, Middlemen, Warehouse operators

Changes in consumer's buying patterns affects channel's horizontal and vertical dimensions.
Correct Answer: True
Your Answer: True

It is the series of marketing institutions that help in moving the product from producer to the ultimate user.
Correct Answer: Marketing channel
Your Answer: Marketing channel

Each product and brand has a status symbol potential
Correct Answer: True
Your Answer: True

Recession stage in business cycle is also called
Correct Answer: Slowdown
Your Answer: Slowdown

Lead time for a product is 10 days and usage rate is 6 units/day. Reorder point will be ...
Correct Answer: 60 units
Your Answer: 60 units

Who provides time and place utility?
Correct Answer: Intermediary
Your Answer: Buyer

The greater the number of substitutes for a product, the less price elastic is its demand.
Correct Answer: False
Your Answer: True
Multiple Choice Single Answer
Question It gathers, records and analyses data about problems related to Marketing
Correct Answer Market Research
Your Answer Market Research

Select The Blank
Question _______ directs the flow of goods and services from the producer to the ultimate consumer
Correct Answer Marketing
Your Answer Marketing

Multiple Choice Multiple Answer
Question A transaction takes place when
Correct Answer There is time and place of agreement, Two things of value, Agreed upon conditions
Your Answer One thing of value, There is time and place of agreement, Agreed upon conditions

Match The Following
Question Correct Answer Your Answer
Customer is the focal point in Marketing Selling
Tangible sources Capital, machines, raw material Capital, machines, raw material
Intangible sources Information, time and technology Information, time and technology
Consumer to producer Backward communication Marketing

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer Form
Your Answer Form

True/False
Question Consumer behaviour is easy to understand in familiar country like India for Indians.
Correct Answer False
Your Answer False

Multiple Choice Multiple Answer
Question  How does 'structure' reduce external uncertainty arising out of human behaviour
Correct Answer  Research and planning , Forecasting
Your Answer  Research and planning , Forecasting , Division of labour

Multiple Choice Multiple Answer
Question  The reseller's assortment influences it's
Correct Answer  Marketing mix , Customer mix , Supplier mix
Your Answer  Marketing mix , Customer mix , Supplier mix

Multiple Choice Single Answer
Question  A diet conscious person after playing football is thirsty. He opts for :-
Correct Answer  Diet coke
Your Answer  Diet coke

Select The Blank
Question  Major reason for success for new product is ________
Correct Answer  Superior
Your Answer  Correctly positioned

Multiple Choice Single Answer
Question  It is that element of a plan that specifies what is to be accomplished
Correct Answer  Objectives
Your Answer  Objectives

Select The Blank
Question  Optimum marketing mix is obtained using analysis, ________, implementation and control.
Correct Answer  Planning
Your Answer  Planning

Select The Blank
Question  ________ routinely performs all functions on recurrent, internal and external data
Correct Answer  Recurrent data system(RDS)
Your Answer  Recurrent data system(RDS)

True/False
Question  Shorter production runs are required to produce large number of products in multi-segment strategy
Correct Answer  True
Your Answer True

Select The Blank
Question ________ allowance is used to communicate about the values of the product and special event
Correct Answer Promotion
Your Answer Promotion

Multiple Choice Multiple Answer
Question For exchange to take place, which conditions must be satisfied ?
Correct Answer Atleast two parties, Each party is capable of communication and delivery, Each party has something that might be of value to the other party
Your Answer Atleast two parties, Each party is capable of communication and delivery, Each party has something that might be of value to the other party

True/False
Question Companies have strenghts in a number of areas but their key strength are few in number
Correct Answer True
Your Answer True

LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Select The Blank
Question ________ is an important tool for planning and controlling the firm’s activities
Correct Answer Sales Forecast
Your Answer Sales Forecast

Multiple Choice Single Answer
Question These items are directly bought by industrial buyers from producers rather than the middlemen
Correct Answer Expensive
Your Answer Non durables
**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The greatest amount of satisfaction comes from which utility</td>
<td>Possession</td>
<td>Possession</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The key to successful new product introduction lies in a systems approach.</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Match The Following**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ballast business</td>
<td>Fit well but low opportunities</td>
<td>Some fit and some misfit opportunities</td>
</tr>
<tr>
<td>Gap analysis</td>
<td>Difference between desired and projected performance</td>
<td>Difference between desired and projected performance</td>
</tr>
<tr>
<td>Corporate parenting</td>
<td>Managing SBU's by a corporate</td>
<td>Managing SBU's by a corporate</td>
</tr>
<tr>
<td>Heartland business</td>
<td>Give the highest priority</td>
<td>Fit well but low opportunities</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aspects of political environment are:</td>
<td>Form of government adopted, Media and pressure groups, Government stability</td>
<td>Form of government adopted, Media and pressure groups, Government stability</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>It limits the alternatives that a decision maker takes in a given situation</td>
<td>Policy</td>
<td>Policy</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>________ concept increases the efficiency of economic system</td>
<td>Marketing</td>
<td>Marketing</td>
</tr>
</tbody>
</table>
### Match The Following

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biogenetic needs</td>
<td>Hunger, Thirst</td>
<td>Hunger, Thirst</td>
</tr>
<tr>
<td>Actual self concept</td>
<td>How person views himself</td>
<td>How person views himself</td>
</tr>
<tr>
<td>Others self concept</td>
<td>How the person thinks others see him</td>
<td>How the person thinks others see him</td>
</tr>
<tr>
<td>Personality</td>
<td>Deference, Autonomy</td>
<td>Esteem, Recognition</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demand is highly elastic for industrial goods</td>
<td>False</td>
<td>False</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is Statistical Quality Control(SQC)</td>
<td>Identifies quality and productivity from a production process, Identifies impact of any change on performance, Instantly spots malfunctions and show where they occur</td>
<td>Identifies quality and productivity from a production process, Integrates manufacturing with business strategy</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production creates which type of utility</td>
<td>Form</td>
<td>Time</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who provides time and place utility?</td>
<td>Intermediary</td>
<td>Supplier</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketer tries to seek what kind of response from the other party?</td>
<td>Behavioural</td>
<td>Behavioural</td>
</tr>
</tbody>
</table>
**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Systems are formal and informal rules and regulations that complements the company structure</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is Marginal cost?</td>
<td>The additional cost of each unit of product, It ignores non price competition, Marginal revenue is less than average revenue, Marginal revenue is less than average revenue, It is useful for new products</td>
<td>The additional cost of each unit of product, Marginal revenue is less than average revenue, It is useful for new products</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>In negotiated contracts, the bid selected by buyer is not necessarily the lowest</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>In which phase of production era, the producer and consumer are the same?</td>
<td>Subsistence</td>
<td>Subsistence</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumerism emerged in which era of Marketing?</td>
<td>Sales</td>
<td>Marketing</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Companies apply a variety of price adjustment strategies to account for differences in customer segments and situations.</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Blank</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>of physical distribution activities increases it's productivity as well as of manufacturer.</td>
</tr>
<tr>
<td>Question</td>
<td>Correct Answer</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Correct Answer Automation</td>
<td>Automation</td>
</tr>
<tr>
<td>Select The Blank</td>
<td>Competition tends to focus on ______ as a product moves through its life cycle.</td>
</tr>
<tr>
<td>Correct Answer Price</td>
<td></td>
</tr>
<tr>
<td>Your Answer Sales volume</td>
<td></td>
</tr>
<tr>
<td>Multiple Choice Single Answer</td>
<td>Marketing arises from ?</td>
</tr>
<tr>
<td>Correct Answer Exchange</td>
<td></td>
</tr>
<tr>
<td>Your Answer Self production</td>
<td></td>
</tr>
<tr>
<td>True/False</td>
<td>After sales service is provided in a customer orinted firm</td>
</tr>
<tr>
<td>Correct Answer True</td>
<td></td>
</tr>
<tr>
<td>Your Answer True</td>
<td></td>
</tr>
<tr>
<td>Select The Blank</td>
<td>Distribution is used when a small percentage of customers account for a large part of sale.</td>
</tr>
<tr>
<td>Correct Answer Selective</td>
<td></td>
</tr>
<tr>
<td>Your Answer Exclusive</td>
<td></td>
</tr>
<tr>
<td>True/False</td>
<td>Changes in company structure also necessitates changes in the systems in various degrees</td>
</tr>
<tr>
<td>Correct Answer True</td>
<td></td>
</tr>
<tr>
<td>Your Answer True</td>
<td></td>
</tr>
<tr>
<td>Multiple Choice Multiple Answer</td>
<td>A transaction takes place when</td>
</tr>
<tr>
<td>Correct Answer There is time and place of agreement, Two things of value, Agreed upon conditions</td>
<td></td>
</tr>
<tr>
<td>Your Answer There is time and place of agreement, Two things of value, Agreed upon conditions</td>
<td></td>
</tr>
<tr>
<td>True/False</td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>------------------</td>
</tr>
<tr>
<td>Question</td>
<td>Consumer behaviour is more challenging across international border.</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Multiple Choice, Multiple Answer</th>
<th>Question</th>
<th>Types of product classification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Consumables, Durables, Services</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>Consumables, Durables, Services</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>True/False</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Question</td>
<td>Services can be stored in inventory.</td>
<td>Correct Answer: False</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Your Answer: False</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Select The Blank</th>
<th>Question</th>
<th>A change in quantity demanded of a product is caused by a change in its ________.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Price</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>Demand</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice, Single Answer</th>
<th>Question</th>
<th>This distribution is necessary for most convenience goods.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Intensive</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>Integral</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>True/False</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Question</td>
<td>Change in company structure from divisional to matrix also mean changes in the systems in various degrees</td>
<td>Correct Answer: True</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Your Answer: True</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice, Multiple Answer</th>
<th>Question</th>
<th>Total cost concept includes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Damaged goods, Inventory obsolescence, Transportation</td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Correct Answer</td>
<td>Your Answer</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>-----------------------------------------</td>
<td>---------------------------------------</td>
</tr>
<tr>
<td>Money is invested by way of</td>
<td>Debt, Equity</td>
<td>Debt, Equity, Return</td>
</tr>
<tr>
<td>It is the most influential primary reference group shaping a buyer's behaviour</td>
<td>Family</td>
<td>Family</td>
</tr>
<tr>
<td>__________ directs the flow of goods and services from the producer to the ultimate consumer</td>
<td>Marketing</td>
<td>Marketing</td>
</tr>
<tr>
<td>These are moves that will pay off irrespective of what happens in the future</td>
<td>No-regret moves</td>
<td>No-regret moves</td>
</tr>
<tr>
<td>__________ allowance is used to communicate about the values of the product and special event</td>
<td>Promotion</td>
<td>Promotion</td>
</tr>
<tr>
<td>How does 'structure' reduce external uncertainty arising out of human behaviour</td>
<td>Research and planning, Forecasting</td>
<td>Forecasting, Division of labour, Departmentalisation</td>
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<th>Your Answer</th>
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<tr>
<td>Major reason for success for new product is ________ product.</td>
<td>Superior</td>
<td>Correctly positioned</td>
</tr>
<tr>
<td><strong>Multiple Choice Single Answer</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question Higher the perceived quality of the product, higher will be the</td>
<td>Correct Answer</td>
<td>Your Answer</td>
</tr>
<tr>
<td>perceived price. Such products are called:</td>
<td>Prestige</td>
<td>Prestige</td>
</tr>
<tr>
<td><strong>Multiple Choice Single Answer</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question The most common criteria for classifying products is based on</td>
<td>Correct Answer</td>
<td>Your Answer</td>
</tr>
<tr>
<td></td>
<td>Buyer behaviour</td>
<td>Target market</td>
</tr>
<tr>
<td><strong>Multiple Choice Multiple Answer</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question Drawbacks of Survey of Buyer's intention method are</td>
<td>Correct Answer</td>
<td>Your Answer</td>
</tr>
<tr>
<td></td>
<td>Exposure , Not accurate , Time consuming</td>
<td>Exposure , Not accurate , Time consuming</td>
</tr>
<tr>
<td><strong>Multiple Choice Single Answer</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question This method is more accurate for short term forecasts</td>
<td>Correct Answer</td>
<td>Your Answer</td>
</tr>
<tr>
<td></td>
<td>Simple Trend Analysis</td>
<td>Simple Trend Analysis</td>
</tr>
<tr>
<td><strong>Multiple Choice Single Answer</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question A diet conscious person after playing football is thirsty. He</td>
<td>Correct Answer</td>
<td>Your Answer</td>
</tr>
<tr>
<td>opts for :-</td>
<td>Diet coke</td>
<td>Diet coke</td>
</tr>
<tr>
<td><strong>Multiple Choice Multiple Answer</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question Marketing channels for consumer products is longer because</td>
<td>Correct Answer</td>
<td>Your Answer</td>
</tr>
<tr>
<td></td>
<td>Number of consumers are more , Consumers buy smaller quantities , Buying patterns of consumers is easy to detect.</td>
<td>Number of consumers are more , Consumers buy smaller quantities</td>
</tr>
<tr>
<td></td>
<td>Your Answer</td>
<td></td>
</tr>
</tbody>
</table>
MARKETING MANAGEMENT

Multiple Choice Multiple Answer
Question: Income, occupation, education, age, marital status are factors of which type of segmentation?
Correct Answer: Geographic, Demographic
Your Answer: Geographic, Demographic

Multiple Choice Single Answer
Question: It is the data which has been converted to a useful form for decision making
Correct Answer: Information
Your Answer: Primary data

Multiple Choice Single Answer
Question: It refers to the relatively more durable company arrangements and relationships
Correct Answer: Structure
Your Answer: Staffing

Multiple Choice Single Answer
Question: It is the series of marketing institutions that help in moving the product from producer to the ultimate user.
Correct Answer: Marketing channel
Your Answer: Marketing channel

Multiple Choice Single Answer
Question: In which stage of Product life cycle, brand choice is heavily influenced by reference group
Correct Answer: Maturity
Your Answer: Introductory

Multiple Choice Single Answer
Question: Production creates which type of utility
Correct Answer: Form
Your Answer: Form

True/False
Question: Change in company's strategy gives rise to problems necessitating a new structure to be made
Correct Answer: True
Your Answer: True

Select The Blank
Question: Product means the ________ and services the company offers the target market.
Correct Answer: Goods
Your Answer: Goods

Multiple Choice Multiple Answer
Question: Ways to make people do trial purchases?
Correct Answer: Coupon offers, Discounts, Samples
Your Answer: Coupon offers, Discounts, Samples
Multiple Choice Single Answer
Question: What involves review of projected sales, costs and profits?
Correct Answer: Business analysis
Your Answer: Test Marketing

Multiple Choice Multiple Answer
Question: The external sources of Primary data are:
Correct Answer: Retailer, Wholesaler, Libraries
Your Answer: Retailer, Wholesaler, Libraries

Select The Blank
Question: The cost of warehousing, transportation, inventory and handling products together constitutes ________ concept.
Correct Answer: Total cost
Your Answer: Total cost

Select The Blank
Question: ________ product is sold for use in producing other goods or services.
Correct Answer: Industrial
Your Answer: Homogeneous

Multiple Choice Single Answer
Question: Who provides time and place utility?
Correct Answer: Intermediary
Your Answer: Intermediary

Multiple Choice Single Answer
Question: Consumerism emerged in which era of Marketing?
Correct Answer: Sales
Your Answer: Sales

Multiple Choice Single Answer
Question: The greatest amount of satisfaction comes from which utility?
Correct Answer: Possession
Your Answer: Possession

True/False
Question: Augmented product includes the actual product plus any additional services such as maintenance, installation etc.
Correct Answer: True
Your Answer: True

True/False
Question: Experimental research involves obtaining data from respondents in person, mail or by phone.
Correct Answer: False
Your Answer: True

Multiple Choice Single Answer
Question  New product forms and brands enter in which stage of product life cycle?
Correct Answer  Growth
Your Answer  Introductory

True/False
Question  Marketing concept has application only in profit oriented businesses.
Correct Answer  False
Your Answer  False

Match The Following
Question Correct Answer Your Answer
Motivational research It analyses consumer motives It analyses consumer motives
Historical research Uses past experiences to find solutions Uses past experiences to find solutions
Survey research Obtains data from respondents in person Obtains data from respondents in person
Experimental research One factor is constant and holding other factors One factor is constant and holding other factors

Multiple Choice Multiple Answer
Question  A business is a system consisting of following elements
Correct Answer  Input and output, Objectives, Process and feedback
Your Answer  Input and output, Objectives, Process and feedback, Profits

Multiple Choice Single Answer
Question  Mission statements for marketing oriented organisation are framed in terms of:
Correct Answer  Customer want satisfaction
Your Answer  Customer want satisfaction

Multiple Choice Single Answer
Question  Marketing arises from?
Correct Answer  Exchange
Your Answer  Exchange

Multiple Choice Single Answer
Question  This method is more accurate for short term forecasts
Correct Answer  Simple Trend Analysis
Your Answer  Simple Trend Analysis

Select The Blank
Question  The benefits of a change in process are defined in terms of ________ cost savings
Select The Blank
Question: Wholesalers and retailers help manufacturer in carrying ________ flow to final buyers.
Correct Answer: Title
Your Answer: Title

Multiple Choice Multiple Answer
Question: Major role of promotion is to:
Correct Answer: Inform, Remind, Persuade
Your Answer: Inform, Remind, Persuade

True/False
Question: "Promotion" is considered in conjunction with "Convenience".
Correct Answer: False
Your Answer: True

Multiple Choice Single Answer
Question: This data is collected to deal with a special problem
Correct Answer: Non-recurrent data
Your Answer: Primary data

True/False
Question: A channel's length is also called as horizontal dimension.
Correct Answer: False
Your Answer: True

Match The Following
Wide market coverage is achieved. Intensive distribution. Intensive distribution.
Helps in the process of matching demand and supply. Marketing channel Marketing channel
No intermediaries between producer and consumer. Direct channel Direct channel
Combining two or more levels of a channel under one participant’s control. Vertical integration Vertical integration

Select The Blank
Question: There are more number of substitutes for ________ products.
Correct Answer: Multi use
Your Answer: Multi use
True/False
Question Marketer discourages his brand users for brand switching.
Correct Answer True
Your Answer True

Select The Blank
Question Demographic, cultural, political, natural etc combine to form ______ environment.
Correct Answer Macro
Your Answer Macro

Multiple Choice Multiple Answer
Question Commercial sources have following sources
Correct Answer Advertising , Packaging , Sales persons
Your Answer Advertising , Mass media , Sales persons

Multiple Choice Multiple Answer
Question Disadvantages of Primary data are :
Correct Answer Cost factor , Time factor
Your Answer Credibility , Relevance

Multiple Choice Single Answer
Question A diet conscious person after playing football is thirsty. He opts for :-
Correct Answer Diet coke
Your Answer Diet coke

Multiple Choice Single Answer
Question This forecasting method is based on the opinion of company's officers
Correct Answer Executive Judgement
Your Answer Executive Judgement

Select The Blank
Question _______ exists when a few large independent firm accounts for bulk of an industry's sales.
Correct Answer Oligopoly
Your Answer Oligopoly

Multiple Choice Multiple Answer
Question After the new product has passed the conceptual stages it becomes more concrete in which stages?
Correct Answer Test marketing , Commercialisation , Product development
Your Answer Test marketing , Product development , Marketing strategy development

True/False
Question The key to successful new product introduction lies in a systems approach.
The tangible inputs in a business are Capital, Machine.

The demand for a product is Price elastic when price cut causes revenue to increase.

The micro-environment consists of Marketing intermediaries, Customers, Competitors.

Characteristics of Effective segmentation: Actionable, Measurable, Accessible.

Consumption is shaped by the stage of family life cycle.
Marketing Management
LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Multiple Choice Single Answer
Question It is the series of marketing institutions that help in moving the product from producer to the ultimate user.
Correct Answer Marketing channel
Your Answer Marketing channel

Multiple Choice Single Answer
Question It is the process of buying out the product developed by someone else
Correct Answer Acquisition
Your Answer Acquisition

Multiple Choice Single Answer
Question It is the relative difficulty in understanding or using the product
Correct Answer Complexity
Your Answer Complexity

True/False
Question Secondary data is cheaper and faster to collect than primary data
Correct Answer True
Your Answer False

Multiple Choice Single Answer
Question The price of a product is determined by estimating the cost of producing and marketing and then add a percentage of profits. This orientation is called:
Correct Answer Cost
Your Answer Cost

Multiple Choice Multiple Answer
Question Beliefs are based on
Correct Answer Knowledge , Opinion , Faith
Your Answer Knowledge , Opinion , Faith

Multiple Choice Single Answer
Question Pricing that enables sales people to tailor their prices to a prospect’s situation is called
Correct Answer Price shading
Your Answer Variable pricing

Multiple Choice Single Answer
Question Product classification is based on
Correct Answer Buyer behaviour
Your Answer Buyer behaviour

True/False
Question The demand for a specific brand within a product category is called selective demand.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question Put the stages of adoption process in order
Correct Answer Awareness, interest, evaluation, trial, adoption
Your Answer Interest, trial, awareness, evaluation, adoption

Multiple Choice Multiple Answer
Question A transaction takes place when
Correct Answer There is time and place of agreement, Two things of value, Agreed upon conditions
Your Answer There is time and place of agreement, Two things of value, Agreed upon conditions

Multiple Choice Multiple Answer
Question Total cost concept includes
Correct Answer Damaged goods, Inventory obsolescence, Transportation
Your Answer Damaged goods, Inventory obsolescence, Transportation

True/False
Question Product development includes starting another business or buy businesses outside of their current line.
Correct Answer False
Your Answer False

Match The Following
Question Correct Answer Your Answer
Feedback Communication from receiver to sender Communication from receiver to sender
Encoding Putting meaning to symbols conveyed as messages Putting meaning to symbols conveyed as messages
Decoding Interpreting the message by receiver Consumers are selective in choosing messages they receive
Noise It interferes with communication process It interferes with communication process

Multiple Choice Multiple Answer
Question An unhealthy portfolio has
Correct Answer More dogs, Few stars
Your Answer More dogs, Few stars

Multiple Choice Multiple Answer
Question Market means:
Correct Answer People with willingness and ability to buy, People become customer as they are authorised to buy, People with desires
Your Answer People with willingness and ability to buy, People become customer as they are authorised to buy, People with desires
Match The Following
Question Correct Answer Your Answer

Combining two or more levels of a channel under one participant’s control.
Vertical integration Vertical integration

Wide market coverage is achieved. Intensive distribution. Intensive distribution.

Helps in the process of matching demand and supply. Marketing channel
Marketing channel

No intermediaries between producer and consumer. Direct channel Direct channel

True/False
Question "The customer is always right" is the spirit of marketing concept.
Correct Answer True
Your Answer True

True/False
Question Formal planning provides clearer performance standards.
Correct Answer True
Your Answer True

Select The Blank
Question ________ eliminates the risk of losing customer’s goodwill
Correct Answer One price policy
Your Answer One price policy

True/False
Question Changes in consumer’s buying patterns affects channel’s horizontal and vertical dimensions.
Correct Answer True
Your Answer False

Multiple Choice Multiple Answer
Question The participants in a communication process are:
Correct Answer Source , Recipient
Your Answer Source , Recipient

Multiple Choice Single Answer
Question Production creates which type of utility
Correct Answer Form
Your Answer Form

Select The Blank
Question ________ exists when a few large independent firm accounts for bulk of an industry’s sales.
Correct Answer Oligopoly
Your Answer  Oligopoly

Select The Blank
Question ________ distribution is used when a small percentage of customers account for a large part of sale.
Correct Answer  Selective
Your Answer  Selective

Select The Blank
Question Modern Accounting uses ________ as a unit of measure
Correct Answer  Time
Your Answer  Time

Multiple Choice Single Answer
Question A diet conscious person after playing football is thirsty. He opts for :-
Correct Answer  Diet coke
Your Answer  Diet coke

Multiple Choice Multiple Answer
Question What are variable costs?
Correct Answer  Material , Labour
Your Answer  Electricity , Telephone

Multiple Choice Single Answer
Question New products enter the market and old customers make repeat purchase during which stage of product life cycle?
Correct Answer  Growth
Your Answer  Growth

Select The Blank
Question ________ occurs when people inspite of being qualified and experienced have to settle for a low level job.
Correct Answer  Underemployment
Your Answer  Underemployment

True/False
Question Buyers are geographically concentrated in the consumer market.
Correct Answer  False
Your Answer  True

True/False
Question Distribution costs are low when intermediaries are used in the channel.
Correct Answer  True
Your Answer  True

Multiple Choice Multiple Answer
Question Market segmentation can be done on the basis of following factors
Correct Answer  Psychographic , Demographic , Geographic
Your Answer  Psychographic , Demographic , Geographic
True/False
Question Demand for industrial goods fluctuate more than consumer demand
Correct Answer True
Your Answer True

Select The Blank
Question There are more number of substitutes for ________ products.
Correct Answer Multi use
Your Answer Multi use

Select The Blank
Question ________ provides more information than Advertising and is relatively inexpensive.
Correct Answer Publicity
Your Answer Publicity

Multiple Choice Single Answer
Question It is is the data which has been converted to a useful form for decision making
Correct Answer Information
Your Answer Information

Multiple Choice Multiple Answer
Question The tangible inputs in a business are
Correct Answer Capital, Machine, Time
Your Answer Capital, Technology, Machine

Multiple Choice Multiple Answer
Question Types of Organisational Market
Correct Answer Reseller market, Industrial market, Government market
Your Answer Reseller market, Government market

Multiple Choice Multiple Answer
Question Criteria for choosing distribution channels are :
Correct Answer Market coverage, Control, Costs
Your Answer Market coverage, Control, Costs

Multiple Choice Single Answer
Question The greatest amount of satisfaction comes from which utility
Correct Answer Possession
Your Answer Possession

Multiple Choice Single Answer
Question Doctor’s services in an emergency are called which type of products?
Correct Answer Unsought
Your Answer Speciality

Select The Blank
Marketing Management

Question ______ directs the flow of goods and services from the producer to the ultimate consumer
Correct Answer Marketing
Your Answer Marketing

Select The Blank
Question Product, price, place and promotion are the 4p’s of ______ mix
Correct Answer Marketing
Your Answer Marketing

Multiple Choice Single Answer
Question Who provides time and place utility?
Correct Answer Intermediary
Your Answer Intermediary

Select The Blank
Question For ______ items, reseller reorders goods when inventory gets low
Correct Answer Standard
Your Answer Standard

Multiple Choice Multiple Answer
Question What are psychogenetic needs
Correct Answer Belonging, Recognition
Your Answer Recognition
## LIST OF ATTEMPTED QUESTIONS AND ANSWERS

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A channel's length is also called as horizontal dimension.</td>
<td>False</td>
<td>False</td>
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### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>It concentrates on organisation design and work flow</td>
<td>Flotilla</td>
<td>Statistical quality control</td>
</tr>
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</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>_______ distribution is used when a small percentage of customers account for a large part of sale.</td>
<td>Selective</td>
<td>Selective</td>
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</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The reseller's assortment influences it's</td>
<td>Marketing mix , Customer mix , Supplier mix</td>
<td>Marketing mix , Customer mix , Buyer mix</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specific _______ emerge from broad strategies</td>
<td>Tactics</td>
<td>Objectives</td>
</tr>
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### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is Market development?</td>
<td>Existing product-New market</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>New product-New market</td>
<td></td>
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<td>------------------------</td>
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</tbody>
</table>

**Multiple Choice Multiple Answer**

**Question**
Income, occupation, education, age, marital status are factors of which type of segmentation?

**Correct Answer**
Geographic, Demographic

**Your Answer**
Demographic

**Select The Blank**

**Question**
There are more number of substitutes for ________ products.

**Correct Answer**
Multi use

**Your Answer**
Multi use

**Multiple Choice Multiple Answer**

**Question**
These are the characteristics of services

**Correct Answer**
Sold on basis of benefits, Quality control is tough

**Your Answer**
Sold on basis of benefits, Quality control is tough

**Multiple Choice Multiple Answer**

**Question**
Planning of long term strategies are based on following factors:

**Correct Answer**
Opportunity, Objectives, Strategies, Situation assessment, Organisation mission, Resources

**Your Answer**
Strengths, Objectives, Strategies, Situation assessment, Organisation mission, Resources

**Select The Blank**

**Question**
Competition tends to focus on ________ as a product moves through its life cycle.

**Correct Answer**
Price

**Your Answer**
Quality

**Select The Blank**

**Question**
The onus of advertising, pricing and sales promotion policies is put on ________ distribution.
<table>
<thead>
<tr>
<th>Select The Blank</th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
<td>_______ is a strong internal stimulus impelling action</td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Drive</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>Drive</td>
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</tbody>
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<table>
<thead>
<tr>
<th>True/False</th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
<td>Market forecasts are available from sources like government</td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
<td>False</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>True</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>Multiple Choice Multiple Answer</th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
<td>Physical distribution management includes</td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Manufacturer, Middlemen, Warehouse operators</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>Manufacturer, Customer, Middlemen, Warehouse operators</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>True/False</th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
<td>Consumer behaviour is more challenging across international border.</td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
<td>True</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>True</td>
</tr>
</tbody>
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<table>
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<tr>
<th>Multiple Choice Single Answer</th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
<td>Manufacturers offering variety of price promotions to their middlemen is called</td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Trade promotion</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>Trade-in allowance</td>
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</tbody>
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<th>Select The Blank</th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
<td>Total cost is the sum of _______ + Variable cost.</td>
</tr>
</tbody>
</table>
**Correct Answer**  | **Fixed cost**  
---|---
**Your Answer**  | **Fixed cost**

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Money is invested by way of</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Debt, Equity</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>Risk, Equity</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>_________ describes a person's favourable or unfavourable action tendencies towards object</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Attitudes</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>Attitudes</td>
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</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Consumerism emerged in which era of Marketing?</th>
</tr>
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<tbody>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Sales</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>Sales</td>
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**Match The Following**

<table>
<thead>
<tr>
<th>Question</th>
<th><strong>Correct Answer</strong></th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wide market coverage is achieved.</td>
<td>Intensive distribution.</td>
<td>Intensive distribution.</td>
</tr>
<tr>
<td>Helps in the process of matching demand and supply.</td>
<td>Marketing channel</td>
<td>Marketing channel</td>
</tr>
<tr>
<td>No intermediaries between producer and consumer.</td>
<td>Direct channel</td>
<td>Direct channel</td>
</tr>
<tr>
<td>Combining two or more levels of a channel under one participant's control.</td>
<td>Vertical integration</td>
<td>Vertical integration</td>
</tr>
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</table>
### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
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<tbody>
<tr>
<td>Logistics is an area of potentially high cost saving and improves customer satisfaction.</td>
<td>True</td>
<td>True</td>
</tr>
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</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decline in buying power due to price levels rising more rapidly than income is called</td>
<td>Inflation</td>
<td>Inflation</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>In pure competition many sellers and buyers are there and have major effect on demand and supply of the product’s market price</td>
<td>False</td>
<td>True</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>________ measures actual sales and not intentions to buy</td>
<td>Market tests</td>
<td>Market tests</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>This strategic posture invests sufficiently to stay in the race but avoids pre-mature commitments</td>
<td>Reserve the right to play</td>
<td>Reserve the right to play</td>
</tr>
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</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
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</thead>
<tbody>
<tr>
<td>As a person acquires additional units of a product, the amount of satisfaction (each unit adds to total satisfaction), is less than the previous unit. This is called</td>
<td>Law of diminishing marginal utility</td>
<td>Law of diminishing marginal utility</td>
</tr>
<tr>
<td>Question</td>
<td>Correct Answer</td>
<td>Your Answer</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>------------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td>New product forms and brands enter in which stage of product life cycle?</td>
<td>Growth</td>
<td>Introductory</td>
</tr>
<tr>
<td>__________ leads to generalisation where similar stimulus generate the same kind of response</td>
<td>Reinforcement</td>
<td>Cues</td>
</tr>
<tr>
<td>Marketer should keep company's mission and marketing objectives in mind while making pricing decisions.</td>
<td>True</td>
<td>True</td>
</tr>
<tr>
<td>Socio-cultural environment consists of</td>
<td>Social class, Culture</td>
<td>Technology, Social class, Culture</td>
</tr>
<tr>
<td>Commercial sources have following sources</td>
<td>Advertising, Packaging, Sales persons</td>
<td>Advertising, Packaging, Mass media</td>
</tr>
<tr>
<td>After sales service is provided in a customer oriented firm</td>
<td>True</td>
<td></td>
</tr>
<tr>
<td>Multiple Choice Single Answer</td>
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<td>------------------------------</td>
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<tr>
<td><strong>Question</strong></td>
<td>Product should be considered from the point of view of</td>
<td></td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Customer</td>
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<td><strong>Your Answer</strong></td>
<td>Customer</td>
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<th>True/False</th>
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<table>
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<tbody>
<tr>
<td><strong>Question</strong></td>
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<tr>
<td><strong>Correct Answer</strong></td>
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</table>
**Innovators**, **Early adopters**, **Late adopters**, **Laggards**

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary data is cheaper and faster to collect than primary data</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>This method enables the forecaster to take into consideration seasonal fluctuations and long term fluctuations</td>
<td>Time Series Analysis</td>
<td>Time Series Analysis</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wholesalers and retailers help manufacturer in carrying ________ flow to final buyers</td>
<td>Title</td>
<td>Title</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Promotion&quot; is considered in conjunction with &quot;Convenience&quot;</td>
<td>False</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>To serve a market segment profitably means</td>
<td>Sales revenue generated is more than cost of marketing effort</td>
<td>Sales revenue generated is more than cost of marketing effort</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uses of Market research are:</td>
</tr>
</tbody>
</table>


**Correct Answer**  
Advertising effectiveness, Sales forecasting, Identifying market trends

**Your Answer**  
Advertising effectiveness, Sales forecasting, Identifying market trends, MIS formation

### Match The Following

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motivational research</td>
<td>It analyses consumer motives</td>
<td>It is used to forecast future values such as sales revenue etc</td>
</tr>
<tr>
<td>Historical research</td>
<td>Uses past experiences to find solutions</td>
<td>Uses past experiences to find solutions</td>
</tr>
<tr>
<td>Survey research</td>
<td>Obtains data from respondents in person</td>
<td>Obtains data from respondents in person</td>
</tr>
<tr>
<td>Experimental research</td>
<td>One factor is constant and holding other factors</td>
<td>Tests hypothesis about the relationship between dependent variables</td>
</tr>
</tbody>
</table>
### List of Attempted Questions and Answers

#### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market oriented organisation do not need to prepare a marketing mix for a product that offers few consumer benefits</td>
<td>True</td>
<td>False</td>
</tr>
</tbody>
</table>

#### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major reason for success for new product is ______ product.</td>
<td>Superior</td>
<td>Correctly positioned</td>
</tr>
</tbody>
</table>

#### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A diet conscious person after playing football is thirsty. He opts for :-</td>
<td>Diet coke</td>
<td>Diet coke</td>
</tr>
</tbody>
</table>

#### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>How does 'structure' reduce internal uncertainty arising out of human behaviour</td>
<td>Control mechanism, Departmentalisation</td>
<td>Forecasting, Departmentalisation, Specialisation</td>
</tr>
</tbody>
</table>

#### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer's changing wants and their behaviour can be better understood in ________ distribution.</td>
<td>Direct</td>
<td>Direct</td>
</tr>
</tbody>
</table>

#### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Changes in company structure also necessitates changes in the systems in various degrees</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

#### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are fixed costs?</td>
<td></td>
</tr>
</tbody>
</table>
Correct Answer | Office rent, Insurance, Generator back up  
---|---
Your Answer | Insurance, Raw material  

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Product, place and promotion elements in the marketing mix are viewed as cost factors.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Research design is classified as:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Function, Methodology</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Function, Predictive, Experimental</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>________ are difficult to change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Attitudes</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Attitudes</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Drawbacks of Survey of Buyer's intention method are</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Not accurate, Time consuming</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Exposure, Not accurate, Time consuming</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>In which stage of Product life cycle, brand choice is heavily influenced by reference group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Maturity</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Maturity</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Market ________ is more prevalent than Mass marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Segmentation</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Segmentation</td>
</tr>
<tr>
<td>Question</td>
<td>The greatest amount of satisfaction comes from which utility</td>
</tr>
<tr>
<td>----------</td>
<td>----------------------------------------------------------</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Possession</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Form</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Product should be considered from the point of view of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Customer</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Customer</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>______ is synonymous with non-recurrent data system(RDS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Market research</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Management Information system</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>This pricing objective involves setting a low price to discourage entry of new firms.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Stay out</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Stay out</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>A transaction takes place when</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>There is time and place of agreement, Two things of value, Agreed upon conditions</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Agreed upon conditions, There is time and place of agreement, Two things of value</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>______ of physical distribution activities increases it's productivity as well as of manufacturer.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Automation</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Maximisation</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>______ is a broad plan of action for using an organisation's resources to accomplish a objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Strategy</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Target</td>
</tr>
</tbody>
</table>
Multiple Choice Single Answer
Question: In which phase of production era, the producer and consumer are the same?
Correct Answer: Subsistence
Your Answer: Subsistence

True/False
Question: "The customer is always right" is the spirit of marketing concept.
Correct Answer: True
Your Answer: True

Match The Following
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wide market coverage is achieved.</td>
<td>Intensive distribution.</td>
<td>Intensive distribution.</td>
</tr>
<tr>
<td>Helps in the process of matching demand and supply.</td>
<td>Marketing channel</td>
<td>Marketing channel</td>
</tr>
<tr>
<td>No intermediaries between producer and consumer.</td>
<td>Direct channel</td>
<td>Direct channel</td>
</tr>
<tr>
<td>Combining two or more levels of a channel under one participant's control.</td>
<td>Vertical integration</td>
<td>Vertical integration</td>
</tr>
</tbody>
</table>

Multiple Choice Single Answer
Question: Who provides time and place utility?
Correct Answer: Intermediary
Your Answer: Intermediary

Multiple Choice Multiple Answer
Question: What are the stages in new product development?
Correct Answer: Idea screening, Market testing, Commercialisation
Your Answer: Idea screening, Market testing, Commercialisation

Select The Blank
Question: Specific ________ emerge from broad strategies
<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Tactics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Objectives</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>These products move through short channels:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Eggs, Bread, Clothing, Cement</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Eggs, Bread, Clothing</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>&quot;Law of demand&quot; is</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>More units of product are demanded at lower price</td>
</tr>
<tr>
<td>Your Answer</td>
<td>More units of product are demanded at lower price</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>&quot;How much to order&quot; is also called as</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Basic stock</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Re-order point</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Beliefs are based on</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Knowledge, Opinion, Faith</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Knowledge, Opinion, Faith</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>The areas which become active after promotion budgets have been set and funds are allocated to promotion mix elements.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Sales management, Advertising</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Sales promotion, Advertising</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Demographic, cultural, political, natural etc combine to form ______ environment.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Macro</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Macro</td>
</tr>
</tbody>
</table>

**True/False**
Consumption is shaped by the stage of family life cycle
Correct Answer: True
Your Answer: True

The most common criteria for classifying products is based on
Correct Answer: Buyer behaviour
Your Answer: Buyer behaviour

Production creates which type of utility
Correct Answer: Form
Your Answer: Form

Consumer needs are matched with the company capabilities and goals in marketing process.
Correct Answer: True
Your Answer: True

Correlation methods is also used to supplement other techniques.
Correct Answer: False
Your Answer: True

Customer is the focal point in
Correct Answer: Marketing
Your Answer: Marketing

Tangible sources
Correct Answer: Capital, machines, raw material
Your Answer: Capital, machines, raw material

Intangible sources
Correct Answer: Information, time and technology
Your Answer: Information, time and technology

Consumer to producer
Correct Answer: Backward communication
Your Answer: Backward communication
**Question**  
The micro-environment consists of following components:

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Marketing intermediaries, Customers, Competitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Marketing intermediaries, Customers, Competitors</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A channel's length is also called as horizontal dimension.</td>
<td>False</td>
<td>False</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target marketing involves</td>
<td>Market targeting, Market segmentation</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Market segmentation, Market positioning, Marketing mix</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>It sets a sales performance standard against which actual sales results can be compared with potential sales</td>
<td>Sales forecast</td>
<td>Sales forecast</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logistics is an area of potentially high cost saving and improves customer satisfaction.</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A drive is a need that sufficiently presses a person to act</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is diversification?</td>
<td>New product-New market</td>
</tr>
<tr>
<td>Your Answer</td>
<td>New product-Existing market</td>
</tr>
<tr>
<td>Multiple Choice Multiple Answer</td>
<td></td>
</tr>
<tr>
<td>---------------------------------</td>
<td></td>
</tr>
<tr>
<td><strong>Question</strong></td>
<td>Socio-cultural environment consists of</td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Social class, Culture</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>Social class, Culture</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Select The Blank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
</tr>
</tbody>
</table>
**LIST OF ATTEMPTED QUESTIONS AND ANSWERS**

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Types of product classification</td>
<td>Services, Consumables, Durables</td>
<td>Emergency, Consumables, Services</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing arises from ?</td>
<td>Exchange</td>
<td>Exchange</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market segmentation is the decision to identify different groups that compose the market and to develop specific product for each of these groups.</td>
<td>False</td>
<td>False</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market forecasts are available from sources like government</td>
<td>False</td>
<td>False</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>_______ is some characteristic of people in the market that helps in dividing it.</td>
<td>Factor</td>
<td>Factor</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;The customer is always right&quot; is the spirit of marketing concept.</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer
<table>
<thead>
<tr>
<th>Question</th>
<th>Members of this group have attained a position through exceptional ability in their profession or business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Lower-Upper</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Lower-Upper</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Limitations of Traditional cost accounting are</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Assumes factory as an isolated entity, It measures only the cost of producing</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Assumes factory as an isolated entity, It measures only the cost of producing, It uses time as a unit of measure</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>What is product concept?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Detailed version of idea stated in consumer terms</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Detailed version of idea stated in consumer terms</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>What is Exclusive Assortment?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Carrying the line of only one manufacturer</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Carrying the line of only one manufacturer</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Production creates which type of utility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Form</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Form</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Market segmentation can be done on the basis of following factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Psychographic, Demographic, Geographic</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Psychographic, Demographic, Geographic</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Publicity is news carried in the mass media about a firm and its products, policies or actions.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
<tr>
<td>Question</td>
<td>Correct Answer</td>
</tr>
<tr>
<td>----------</td>
<td>---------------</td>
</tr>
<tr>
<td>Select The Blank</td>
<td>A change in quantity demanded of a product is caused by a change in its ________</td>
</tr>
<tr>
<td>Multiple Choice Single Answer</td>
<td>It is the process of buying out the product developed by someone else</td>
</tr>
<tr>
<td>Multiple Choice Single Answer</td>
<td>An example of Want is:</td>
</tr>
<tr>
<td>True/False</td>
<td>Rise and fall of interest rates has a major effect on consumer's decision to buy products on credit</td>
</tr>
<tr>
<td>Select The Blank</td>
<td>________ concept increases the efficiency of economic system</td>
</tr>
<tr>
<td>Multiple Choice Single Answer</td>
<td>Marketer tries to seek what kind of response from the other party?</td>
</tr>
<tr>
<td>Match The Following</td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Correct Answer</td>
</tr>
<tr>
<td>----------</td>
<td>---------------</td>
</tr>
<tr>
<td>Product related consumer</td>
<td>Brand loyalty, Type of</td>
</tr>
<tr>
<td>characteristics</td>
<td>usage</td>
</tr>
<tr>
<td>-----------------</td>
<td>-------</td>
</tr>
<tr>
<td>Demographic</td>
<td>Age, Sex</td>
</tr>
<tr>
<td>Psychographic</td>
<td>Social class, Lifestyle</td>
</tr>
<tr>
<td>Geographic variables</td>
<td>City, Region</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

**Question**
It is the series of marketing institutions that help in moving the product from producer to the ultimate user.

**Correct Answer**
Marketing channel

**Your Answer**
Marketing channel

**True/False**

**Question**
A company's pricing objectives are influenced by time and circumstances

**Correct Answer**
True

**Your Answer**
True

**Multiple Choice Single Answer**

**Question**
In which phase of production era, the producer and consumer are the same?

**Correct Answer**
Subsistence

**Your Answer**
Subsistence

**Select The Blank**

**Question**
The factor of satisfaction and ________ motives are consistent in society

**Correct Answer**
Profit

**Your Answer**
Profit

**Multiple Choice Single Answer**

**Question**
It is a reduction in list price that helps marketer to adjust actual price without changing published list prices

**Correct Answer**
Discounts

**Your Answer**
Discounts

**Match The Following**

**Question**

**Correct Answer**

**Your Answer**
<table>
<thead>
<tr>
<th>Feedback</th>
<th>Communication from receiver to sender</th>
<th>Communication from receiver to sender</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encoding</td>
<td>Putting meaning to symbols conveyed as messages</td>
<td>Putting meaning to symbols conveyed as messages</td>
</tr>
<tr>
<td>Decoding</td>
<td>Interpreting the message by receiver</td>
<td>Interpreting the message by receiver</td>
</tr>
<tr>
<td>Noise</td>
<td>It interferes with communication process</td>
<td>It interferes with communication process</td>
</tr>
</tbody>
</table>

**Select The Blank**

**Question**

Your Answer: Pure monopolist

**Correct Answer:** Pure monopolist

**Multiple Choice Multiple Answer**

**Question**

Your Answer: More dogs, Few stars

**Correct Answer:** More dogs, Few stars

**Multiple Choice Single Answer**

**Question**

Your Answer: Usage rate

**Correct Answer:** Usage rate

**Select The Blank**

**Question**

Your Answer: Want

**Correct Answer:** Need

**Select The Blank**

**Question**

Your Answer: Total cost

**Correct Answer:** Total cost

**Multiple Choice Multiple Answer**
<table>
<thead>
<tr>
<th>Question</th>
<th>Commercial sources have following sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Advertising, Packaging, Sales persons</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Advertising, Packaging, Sales persons</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>It helps an organisation to cope with future by setting objectives and making strategies to achieve them</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Planning</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Planning</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>________ is a modern plant consisting of modules centered around a stage in the production process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Flotilla concept</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Flotilla concept</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>These groups tend to informal behaviour and there is continuous interaction among people</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Primary</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Primary</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Total cost concept includes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Damaged goods, Inventory obsolescence, Transportation</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Damaged goods, Inventory obsolescence, Transportation</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Firm's that lack promotional skills rely on ________ for promotional push.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Middlemen</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Middlemen</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Toffees and chocolates, magazines etc are examples of ________ products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Impulse</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Impulse</td>
</tr>
<tr>
<td>Multiple Choice Multiple Answer</td>
<td></td>
</tr>
<tr>
<td>--------------------------------</td>
<td></td>
</tr>
<tr>
<td><strong>Question</strong></td>
<td>Key concepts of systems view of management includes</td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Optimisation concept, Total cost concept, Cost trade-off concept</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>Optimisation concept, Total cost concept, Cost trade-off concept</td>
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</tbody>
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<tr>
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<td><strong>Question</strong></td>
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<td><strong>Your Answer</strong></td>
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<td><strong>Question</strong></td>
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<td><strong>Question</strong></td>
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<td><strong>Question</strong></td>
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<td><strong>Correct Answer</strong></td>
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<table>
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<tr>
<th>Multiple Choice Single Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
</tr>
<tr>
<td>Correct Answer</td>
</tr>
<tr>
<td>----------------</td>
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<tr>
<td>Sales</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>The greatest amount of satisfaction comes from which utility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Possession</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Possession</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>What are the stages in new product development ?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Idea screening , Market testing , Commercialisation</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Idea screening , Market testing , Commercialisation</td>
</tr>
</tbody>
</table>
ASSIGNMENT

Q1. How can a marketer circumvent those uncontrollable forces that limit his decision-making ability?

Answer 1)  
Marketers solve problems through the Planning, Implementing & controlling phases of their work. Basically they face two problems to achieve -

- Determining Goals
- Developing Plans

Before Marketers can even attempt to find a solution, they must recognize that a problem exists. This is not always easy. Often symptoms are mistaken for problems. For example, a Marketer who is concerned with declining sales may describe the decline as a problem & may assume that the product is nearing the end of its product life cycle, whereas the decline may be a symptom of problems like poor servicing, overpricing etc.

Effective Marketers try to anticipate problems. The solution is usually the result of searching for & sifting through raw information.

The performance of the marketing function can be viewed as being concerned essentially with problem solving & decision making throughout the three stages of planning, implementing & controlling the marketing function.

The most significant change in recent times in the business environment is the recognition that information gathering is crucial. Since the primary function of marketing is to assess want-satisfying opportunities & match resources to them, the knowledge that flows from information is important for marketing.

Today, the need for efficient management of information is greater than ever. Thus information is the foundation & major source for the problem solving & decision making that marketing executives confront daily. To grasp the nature of information fully, we need to understand the manners in which systematic data gathering pulls together the information needed for decision-making.

Data Information:

Data and information are not the same. Information is data that have been converted to a useful form for decision-making. It is relevant, timely, accurate, cost-effective and reduces risk in decision making

Marketing managers face an immense volume of raw data coming from many kinds of internal and external sources such as accounting records, reports from sales force, government statistics and so on. If these data are to be useful, the data flow must be managed.

Data Classification:
Data can be classified as external or internal. External data are generated outside the firm. Examples are competitor’s sales, customer buying habits, media rates, and middlemen in the marketing channels. Internal data are generated from within the firms. Examples are call reports by the company sales force, credit records, sales data.

Data can also be classified as recurrent and non-recurrent. Sales persons collect recurrent data routinely in every day operations as sales data. Non-recurrent data are collected to deal with the special problem.

Cost and Value of Information:
Managers must consider the cost of collecting and converting the data into information when specifying their informational needs. Rarely will all information they want be available. The cost of additional information must be weighed against its value for planning, implementation and controlling market information.

In general, information should be sought if the firm has no better use for the funds and if the expected value of the information exceeds expected costs, but determining the value of information is difficult.
Q 4. How do Data & Information differ?

Answer 4)

Datum means fact. The plural of the word Datum is Data. Thus Data means facts. In the context of management principles, Data generally means facts or unevaluated facts or messages or numbers. Data can be in numbers or alphabets. In business organizations, the word data is used to represent facts that describe events or entities. For example - The amount of sales per week is Data. It is just a fact or figure that represents an event - “Sales in a week”.

Data is generally in unorganized form. Data to be more meaningful needs to be organized. When Data is organized in a meaningful manner then it is called as Information.

To understand the difference between Data & Information, we shall consider the following example -
Week 1 - Sale is Rs. 4,00,000.
Week 2 - Sale is Rs. 5,00,000.
Week 3 - Sale is Rs. 7,50,000.
Week 4 - Sale is Rs. 10,00,000.

In the above example, the sales figures per week are Data. They represent events. When the above Data is analyzed & we say that sales are showing improvement over previous week for the last 3 weeks, it becomes Information.

Information is used at different places within the business organization. The scope, content & presentation of information differs depending on the level at which the information would be put into use.

Based on the location at which information is used, the information is classified as -
- Strategic Information
- Tactical Information
- Operational Information

- Strategic Information
  The top management of a business organization is involved in Strategic activities. These activities include Strategic planning, Goal setting, Policymaking & so on. The information that is needed to support these activities can be termed as Strategic Information.

- Tactical Information
  The middle management of a business organization is involved in tactical activities. The information support for such activities is provided by the Management Information Systems through tactical information. Tactical information is collected from internal as well as external sources.

- Operational Information
  Operational Information deals with the information requirements of the operational level. Typically the Operational Information is generated as a result of the data processing activities using data generated through internal sources.

Q 5. What is the basic purpose of a Marketing Information System?
Answer 5)

Marketing information is “a structured and interacting complex of persons, machines and procedures designed to generate and orderly flow of pertinent information collected from intra and extra company resources for use as the basis for decision making in specific responsibility areas of marketing management”.

An MIS gives marketing managers accurate, timely and relevant information to make better decisions. It cannot however, reduce decision-making to an exact science. The experience, intuition and judgment of the marketing managers also play a part. But it is the relevant, timely and accurate information that is the key to good decision-making. This includes monitoring of key environmental variables.

MIS Design & Organization:

The objectives information managers & information users set for a firm’s MIS influence its design & how its functions will be performed. Although there is no one best model, the following functions are always performed by an MIS –

1. Data gathering
2. Data processing
3. Data analyzing
4. Storing & retrieving data
5. Evaluating information
6. Disseminating information to Marketing managers

The input is raw data. The output is relevant marketing information to decision-makers. It is a variable tool for planning, implementing & controlling the marketing effort.

A MIS has a Recurrent Data Subsystem (RDS) and a Non-Recurrent Data Subsystem (NDS). The RDS routinely performs all MIS functions on useful, recurrent, internal & external data. This provides a continuous flow of data into the system for conversion to relevant information. The RDS is usually computerized & has access to many sources of data.

The NDS that is not routinized handles non-recurring internal & external data generated because of special problems or to access market opportunity.
Q 6. What are the 2 major types of stages in Marketing Research Design? How do they differ?

Answer 6)

The Marketing Research Design specifies the overall framework & the specific procedures for collecting & analyzing the data. This is the most important step in the research process. Research design can be classified by -

1. Function
2. Methodology

1. Function
There are four major categories in Market Research Design by function. They are -

- Exploratory research
This is conducted when researchers need more information about the problem or opportunity, when tentative hypotheses may be formulated more specifically or when new hypotheses are needed. The purpose of such research is to gather data that suggest meaningful research questions.

Researchers often use the Focus Group interview technique in exploratory research. A moderator leads six to twelve people through unstructured questions on the given topic to develop hypotheses that might lead to more specific research topics. A firm, to identify potential market segments may, for example, interview groups of potential users in different segments with distinct profiles to establish which groups to interview further. Once the problem or the opportunity is clearly defined, researchers try to describe a market or a part (segment) of a market by developing summary statistics on it.

- Descriptive Research
The task here is to find adequate methods for collecting & measuring data.

- Casual Research
This is conducted to test hypotheses about the relationship between dependent variables. For example, descriptive research may describe that a price reduction leads to increased sales of a product but does not say definitely that the price cut was the actual cause of the increase in sales. Sales may have increased because of other factors like decrease in competitors marketing efforts. Casual research on the other hand, tries to show either that the price cut (Independent Variable) is not the cause of increased sales (Dependent Variable) or vice versa. This requires the researchers to keep all factors other than price & sales constant. This is hard to do naturally.

- Predictive Research
It is used to predict forecasts future values such as numbers of votes, sales revenues etc. Political pollsters like MARG - India Today have for years, used a predictive model to forecast how many seats each party will win in a coming election. Similarly, Marketers try & estimate sales volume in different market conditions in order to predict the performance of a particular brand/product.
2. Methodology

Marketing research can be categorized according to Methods as well. The four methods under this are -

- Historical Research
- Survey Research
- Experimental Research
- Motivational Research

- Historical Research

This involves using past experiences to find solutions to marketing problems. In most marketing research, the preliminary exploration stage involves Historical Research.

- Survey Research

This involves obtaining data from respondents in person, by telephone or by mail.

- Experimental Research

This focuses on observing the effects that controlled changes in the independent variables like advertising & pricing have on a dependent variable (normally sales). This is done by attempting to hold all other factors but the one being studied constant.

- Motivational Research

This is based on the theories of behavioral sciences especially psychology. It tries to understand & analyze major consumer motives - motives that consumers are often unaware of. Direct questioning is therefore replaced by free discussions on a topic. Trained psychologists analyze the discussion & attempt to determine the consumer’s motives. Focus group interviews, projective & depth-interviewing techniques are the tools often used in Motivational Research.
Q 7. What is the difference between Market Segmentation & Concentrated Marketing?

Answer 7)

Market Segmentation is the breaking up of a large market into smaller groups based on Geographic, Demographic, Psychographic & Customer characteristic factors. This is done to get a more detailed description of people in segments so that the marketing mix can be optimized.

The following are the major types of Segmentation -

- **Geographic**

This divides the market into countries, states, cities, and urban & rural areas. The population density in each area is important.

- **Demographic**

This is the segmentation based on the people & their characteristics. E.g.: Age, Sex, buying power etc. This is a commonly used segmentation. The data needed can be easily acquired by surveys.

- **Psychographic**

Elements like social class, personality traits, life styles etc are the basis of this segmentation. This is the psychological factor in a market.

- **Product-Customer characteristics**

This is based on the customer’s relation to the product.

Concentrated marketing implies that the organization focuses its attention on one market segment & develops one marketing mix for that segment. The single segment can vary in size from very large to very small. Rolls Royce caters to the super luxury segment of the market for cars - a relatively small segment of the total market. The Maruti 800 on the other hand concentrates on the much larger economy minded segment of the market.

A firm that is trying to enter a market dominated by a few large firms may gain easier entry by targeting a smaller segment that the existing competitor is overlooking. The survival of small firms depends more & more on their ability to concentrate on their ability to concentrate on those specialized market segments that are not attractive to their larger rivals.

If a firm concentrates on a segment so small that only one firm can make profit, potential rivals may continue to ignore it. On the other hand, marketers who identify & focus on small segments that develop into large segments attract rivals who also want to cater to that segment. Many firms want to concentrate on the segment of the mass market that has the most people. This is sometimes referred to as the Majority Fallacy. Stiff competition among the competitors for the big segments develops when smaller segments are left untouched.

Q 8. What are the 4 criteria for effective use of Market segmentation?
Answer 8)

Market Segmentation is categorized into the following four types for effective usage. They are -

1. Geographic Segmentation
2. Demographic Segmentation
3. Psycho graphic Segmentation
4. Product-Customer characteristics Segmentation

1. Geographic Segmentation

Marketers who practice geographic segmentation divide the mass market into geographic units such as nations, regions, states, urban agglomerations and rural areas, and neighborhoods. Climate and terrain are other possible segmentation variables. No matter which variable is used, marketers must also have a good understanding of population density & market density.

Dividing a market solely on geographic variables tends to result in the creation of a large segment that is too heterogeneous for effective marketing. Thus marketers also use other types of segmentation variables along with those related to geography.

2. Demographic Segmentation

Demography is the study of population statistics, such as the number of births, deaths, marriages & age groupings. In demographic segmentation markets are identified on the basis of statistical data like age, sex, buying power, expenditure patterns, occupation, education & the stage in the family life cycle. This approach to segmentation is most frequently used because demographic variables are easy to measure through observation & surveys. Census data can also be used.

3. Psycho graphic Segmentation

Psycho graphic variables like social class, personality characteristics & lifestyles are used to supplement the main variables like geography & demography.

4. Product-Customer characteristics Segmentation

In Product-Customer characteristics Segmentation, the market is divided on the basis of one or more characteristics of the consumer’s relationship to the product. Examples of this relationship include the consumer’s amount of usage of the product, type of usage of the product, brand loyalty & benefits sought from the product.

Marketers must make two major decisions about Segmentation variables –

- Which category/categories of variable to use?
- How many in each category to use?

Marketers sometimes use more than one category of Segmentation variables in segmenting a market. The greater the number of variables used to segment a market, the greater the number of segments created & the more detailed the description is of people in each segment. For example using only age place more people in a segment than if age, income, race & sex were used. Thus the major advantage of multivariate segmentation is that it provides more information about the people in a particular segment. This should help in developing more satisfying marketing mixes for them. The drawback is that the sales potential will be limited.
Q 11. For marketing purposes, it is useful to see learning as involving 5 major concepts. What are these concepts? Explain each one.

Answer 11) The strategic plan lays out the companies overall mission & objectives. Within each business unit, marketing plays a role in helping to accomplish the overall strategic objectives. This involves five major concepts as follows -

A) Target consumers

Target consumers are the driving force of the entire marketing strategy. The company specifies the total market, divides it into segments, selects the most lucrative segments & focuses on servicing these. It creates a marketing mix made up of factors within its control - product, price, place & promotion. To find the optimum mix, the company uses marketing analyses, planning, implementation & control. Through these activities the company keeps its tabs on the marketing environment & adapts to changes in the environment. A company needs to focus on the target consumers if it wants to succeed. Before it can satisfy consumers, it needs to understand their needs. Thus, marketing needs a careful analysis of consumers. The universe of potential consumers is vast & within this universe, a company needs to identify the segments that it is best equipped to service & satisfy.

B) Demand Measurement & Forecasting

The company needs to make of the current & future size of the market & its segments. To do so, it will need to identify all competing products, estimate their sale & determine whether the market is large enough to profitably support another entrant.

Equally important is future market growth. Companies need to enter market that shows strong growth potential. This may depend on the growth rate of certain demographic categories like age groups, income & nationality groups. Growth may also be related to large developments in the environments, such as economic conditions, and lifestyle changes. For example, the growth in market size in educational material will depend upon the current birth rates, and the projected attitudinal changes to education of children. Forecasting the effect of these environmental forces is difficult, but it must be done in order to make decisions about the market. The companies marketing information specialists probably will use complex techniques to measure & forecast demand.

C) Market Segmentation

Suppose the demand forecast looks good. The company must now decide its strategy to enter the market. The marketer has to decide which segment of the market offers the best opportunity for achieving the company objectives. Consumers can be grouped in many ways based on geographic, demographic or Psychographic factors. The process of dividing the market into distinct groups of buyers who may require separate products or market mixes is called Market Segmentation.

Every market has Market segments. But not all ways of segmenting markets are equally important. A market segment consists of users who respond in similar ways to similar marketing efforts.

D) Market targeting
After the company has identified the market segments, it can enter one or many market segments. Market targeting involves evaluating each market segments attractiveness & selecting one or more segments to enter. A company with limited resources might decide to serve only a single segment at times, very profitably. Most new companies start with addressing one segment & then adding segments, as their strategy proves successful.

E) Market Positioning

After a company has decided which segments to target, it must decide what positions it wants to occupy in those segments. A products position is the place the product occupies in the consumers mind, in relation to competition. If the products position were to be perceived to be no different from others products, the consumer would have no need to buy it. Through the process of market positioning, the marketer arranges for the product to have a clear, distinctive place in the minds of the consumer. In positioning the product, the company first identifies possible competitive advantages on which to build the position.

To gain competitive advantage, the company must offer greater value to the chosen target of customers either by charging lower prices or by offering more benefits to justify the higher prices. But, if the company positions its products as offering greater value it must deliver the extra value.

Thus, effective positioning begins with actually differentiating the companies marketing offer so that it gives more value than they are offered by the competition.

Once the company has chosen the desired position, it must take strong steps to deliver & communicate that position to target consumers. The companies entire marketing program should support the chosen positioning strategy.
Q 12. The most useful way to classify products is according to whether they are consumer products or industrial products. What are some other ways to classify products into groups?

Answer 12)

The most Common basis for classifying consumer products is based on buyer behavior. The classification is based on differences in the buying behavior of the people who buy products (how they perceive and buy the products) not on the differences in the products themselves. The system works because many consumers behave alike in buying a given type of product. This helps marketers in making generalization to guide development of their marketing mixes. Four classes of consumer products are (1) Convenience products (2) Shopping products (3) Specialty products (4) Unsought products.

Convenience Products:

Convenience products are low-priced, nationally advertised items like cigarettes, toffee, razor blades and matchboxes. They are bought frequently but consumers rarely shop actively for them because they are low value items whose price and quality do not justify active involvement. Convenience products are widely available at may outlets.

Three subclasses are:

1. Staple Products: Like milk, bread, eggs, butter which are bought routinely because the family regularly consumes them. The decision to buy these products is programming after the first time when the consumer puts them on his list of regular items.

2. Impulse Products: Purchases of impulse products are absolutely unplanned exposure to the product triggers the want. The desire to buy staple products may cause the consumer go to the shopping. The desire to buy impulses is a result of the shopping trip. This is why impulse products are located where they can be easily noticed. Stardust and Savvy magazines, toffees and chocolates (placed at a child’s eye-level) are example of impulse products.

3. Emergency Products: purchases of emergency products result from urgent and compelling needs. Often a consumer pays more than if this need had been anticipated. Hotels permit shops vending toothbrushes and shaving blades set up in their lobbies to cater to travelers who have forgotten theirs at home are an example.

Shopping Products:

These products involve price and quality comparisons. Shoppers spend more time, cost and effort to compare because they perceive a higher risk in buying these products. Shopping products may be homogeneous or heterogeneous.

1. Homogeneous Shopping Products: are products considered to be alike. A person who thinks all leading color Television brands are very similar, will limit shopping effort to price comparisons. Thus sellers tend to engage in price competition. Manufacturers also may stress differences in design and try to distinguish between the physical product and its product related services. One might setup service centers to differentiate its products from rivals. A retailer might advertise that the Color TV’s price includes 6 months or free interest financing. Consumer who want to stretch their disposable incomes are more likely to consider a product as a homogeneous shopping production than as a convenience product.
2. Heterogeneous Shopping Products: are considered unlike or non-standardized. Consumers shop for the best price quality combination. Price often is secondary to style & quality when price comparison is difficult to make. Using price to compare clothing, jewelry, cars, furniture & apartments is tough because quality & style carry within each product class. A couple searching for a flat may spend a lot of time comparing decor, floor plans, and distance from stations so on. Once they find the right one price becomes important. If the rent is reasonable compared to the alternatives they probably will lease it.

Special Products:

Consumers will make a special effort to buy special products. For this products consumers have strong convictions as to brand, style or type. Mitsubishi lancer, Ray ban glasses, leica cameras & Johnny walker scotch whisky are examples. Consumers will go out of their way to locate & buy these products because they perceive quality & other benefits in owning them. There is no comparison-shopping. Doctors, Lawyers & Accountants who enjoy a large following are selling special products. Marketers try to crate specialty status for their products with advertising phrases like “Accept no substitutes”, “Insist on the real thing”, & so on. They build customer loyalty when consumers consider their brands to be specialty products. A specialty product can be less intensively distributed than a convenience or shopping product because buyers will search to find it.

Unsought Products:

Unsought products are products potential buyers do not know exist or do not yet want. There are two types - Regular Unsought products & New Unsought products. Life insurance, lawyer’s services in contesting a will, a wreath & a doctor’s service in an emergency are regular unsought products. These are existing products that consumers do not want to know although they may eventually purchase them. Marketers face a tough challenge in persuading consumers who buy their New Unsought products. The marketer’s task here is to inform target consumers of the products existence & stimulate demand for it. Oral Polio, Vaccine was once a New Unsought product. But heavy promotion & acceptance of the product practically eradicated Polio.
Q14. Briefly describe the major differences between one-price policy & flexible price policy?

Answer 14)

A marketer has to decide whether to sell a product at the same price to all buyers or at different prices to different buyers. The choice is between a one price policy and flexible price policy.

One Price Policy:

All customers who buy a seller’s products under the same conditions, in the same quantities and at the same time pay the same price under a one-price policy. This makes it easy to administer prices and eliminates the risk of losing customer goodwill due to a differential price treatment. But there is no room for tailoring the price to customer. This can be a big problem, especially in industrial marketing where prices are often negotiable between buyer and seller.

Flexible Price Policy:

Different customers, who buy a seller’s product under the same conditions, in the same quantities and at the same time, pay different prices under a flexible, or variable, price policy. Price is more active marketing mix element. Marketers who practice different pricing set two or more prices for a product in order to appeal to different market segments, based upon the segment’s price elasticity of demand for the product. Thus lower prices are set for the more price elastic market segments and higher prices are set for the more price inelastic market segments.

Different pricing can be based upon differences in products, customers, locations and time. An appliance manufacturer that sets different prices on different models of the same basic product is differentiating on a product basis. Lesser of space in office buildings who charge different prices per square foot based upon floor lever are differentiating on a location basis. Hotels that offer discounts to customers over the age of sixty are differentiating on a customer basis.

Flexible pricing is widely practiced in industrial to enable salespeople to tailor their prices to a prospect’s situation. This is often referred to as price shading. Flexible pricing exists in practically all-sales transactions the involve trade-ins.

Marketers who engage in flexible pricing should pricing should try to ensure that customers can be segmented into different segments based on price elasticity of demand for the product. They should also ensure that customers who pay lower prices couldn’t resell the product for a higher price, that rivals cannot price them in those segments.

Several risks are associated with flexible pricing. There is potential loss of customer’s goodwill if some buyers learn they paid more than others buyers. Also, salespeople tend to be overly optimistic that price reductions will help them increase sales. Thus their productivity suffers when they devote too much time and price negotiation and not enough to non-price elements in their offerings. They may make downward price adjustments routinely, whether it helps to close sales or not. There is also less central control over the price when sales people operate under flexible price policy.
Q 16. What is the difference between a short and a long channel of distribution?

Answer 16)

In Short channels of distribution there are no intermediaries or middlemen between the producer & the final buyer. These are much more common in industrial than in consumer products marketing because industrial buyers are usually concentrated geographically, buy in large quantities, buy products with a high unit value, buy complex products that require after sale service, and insist on dealing directly with producers.

Short channels are sometimes used for consumer products. For example Eureka Forbes & Real value use door-to-door sales persons for their vacuum cleaners & fire extinguishers respectively. Some products like magazines are also sold directly by mail. Although most services are sold directly by the producer to the consumer, agent middlemen are common in marketing airline tickets & tourist places.

Producers may choose to sell directly for several reasons. They may believe they can do a better job than available middlemen. Also they can have greater control over the distribution of their products when they handle the job themselves. Acceptable middlemen may be unavailable or unwilling to handle the producer’s product. Producers of bulky products may not want to transport to middlemen, but may wish to send directly to the final buyer. Producers who have only a few customers may not use middlemen at all. Nor will producers with complex products requiring after-sales-service or training regarding use.

Producers who use Short channel of distribution are also able to keep in direct contract with their final buyers. This makes it easier to keep tabs on buying behavior and customer’s changing wants. Thus conducting marketing research and making adjustments to the marketing mix are easier.

In Long channel of distribution the producer entrusts some part(s) of the distribution task to independent middlemen. The producer, however, must work closely with the middlemen to ensure final buyer satisfaction.

In consumer products marketing the producer -> retailer -> ultimate consumer channel is common for shopping products like cars, clothing and home appliances. The producer – wholesaler-retailer-ultimate consumer channel is common for convenience products channels for convenience products tend to be long because consumers want to buy them with a minimum of effort. Thus producers have to sell through a very large number of outlets. Industrial channels are fairly common for industrial products except installations and products manufactured to the buyer’s specifications. Generally, however, indirect channels for industrial products are shorter than consumer product channels.
### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major role of promotion is to:</td>
<td>Persuade, Inform, Remind</td>
<td>Persuade, Inform, Remind</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A drive is a need that sufficiently presses a person to act</td>
<td>True</td>
<td>True</td>
</tr>
<tr>
<td>The key to successful new product introduction lies in a systems approach.</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>D in AIDA stands for:</td>
<td>Desire</td>
<td>Desire</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher the perceived quality of the product, higher will be the perceived price. Such products are called:</td>
<td>Prestige</td>
<td>Prestige</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>It refers to formal and informal rules, regulations and procedures that complements the company structure</td>
<td>Systems</td>
<td>Systems</td>
</tr>
</tbody>
</table>
### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>The output of Stimulus Response Model is</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Product decision</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Product decision</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Style of a company are the patterns of actions taken by members of top management over a period of time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Buyer's response in _______ method may not be applicable in other markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Market tests</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Market tests</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Services can be stored in inventory.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Consumer needs are matched with the company capabilities and goals in marketing process.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>The participants in a communication process are:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Source, Recipient</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Source, Recipient</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>is synonymous with non-recurrent data system(RDS)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### True/False
**Question**: Publicity is news carried in the mass media about a firm and its products, policies or actions.

**Correct Answer**: True

**Your Answer**: True

### Multiple Choice Multiple Answer
**Question**: Product characteristics that influence channel selection are

**Correct Answer**: Complexity, Perishability, Weight

**Your Answer**: Complexity, Perishability, Weight

### Multiple Choice Multiple Answer
**Question**: Limitations of Traditional cost accounting are

**Correct Answer**: Assumes factory as an isolated entity, It measures only the cost of producing

**Your Answer**: Assumes factory as an isolated entity, It measures only the cost of producing, It uses time as a unit of measure

### Multiple Choice Single Answer
**Question**: A diet conscious person after playing football is thirsty. He opts for :-

**Correct Answer**: Diet coke

**Your Answer**: Diet coke

### Multiple Choice Multiple Answer
**Question**: Criteria for choosing distribution channels are:

**Correct Answer**: Market coverage, Control, Costs

**Your Answer**: Market coverage, Control, Costs

### Match The Following
**Question**: Wide market coverage is achieved.

**Correct Answer**: Intensive distribution.

**Your Answer**: Intensive distribution.
Helps in the process of matching demand and supply.

No intermediaries between producer and consumer.

Combining two or more levels of a channel under one participant's control.

<table>
<thead>
<tr>
<th>Select The Blank</th>
<th>Marketing channel</th>
<th>Marketing channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>In production era, demand is ________ than supply</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Greater</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>Greater</td>
<td></td>
</tr>
</tbody>
</table>

| Multiple Choice Multiple Answer                       |                     |                   |
| How does 'structure' reduce external uncertainty arising out of human behaviour | Research and planning, Forecasting |                   |
| Correct Answer                                        | Research and planning, Forecasting |                   |
| Your Answer                                           | Division of labour, Departmentalisation |                   |

| Match The Following                                  |                     |                   |
| Many sellers and buyers and none of them have much effect on the total demand, supply and product's market price | Pure competition | Pure competition |
| Only one seller and no competition permitted legally | Monopoly            | Pure monopoly     |
| Few sellers but account for bulk of industry's sales  | Oligopoly           | Pure oligopoly    |
| Many sellers and buyers and each seller's offering is somewhat different than others | Monopolistic        | Oligopoly         |
Select The Blank

**Question** is a strong internal stimulus impelling action

**Correct Answer** Drive

**Your Answer** Belief

**True/False**

**Question** Market segmentation is the decision to identify different groups that compose the market and to develop specific product for each of these groups.

**Correct Answer** False

**Your Answer** True

**Multiple Choice Single Answer**

**Question** The frequency at which a product is used is called?

**Correct Answer** Usage rate

**Your Answer** Usage rate

**Multiple Choice Multiple Answer**

**Question** Types of psychological pricing are

**Correct Answer** Prestige, Leader

**Your Answer** Prestige, Leader

**Multiple Choice Multiple Answer**

**Question** Planning of long term strategies are based on following factors:

**Correct Answer** Opportunity, Objectives, Strategies, Situation assessment, Organisation mission, Resources

**Your Answer** Opportunity, Strengths, Resources

**Select The Blank**

**Question** _______ is an important tool for planning and controlling the firm's activities

**Correct Answer** Sales Forecast

**Your Answer** Sales Forecast
Question: A specialty product is ______ intensively distributed than a shopping product.

Correct Answer: Less

Your Answer: Less

**Multiple Choice Single Answer**

Question: It is the process of selecting people for company positions and developing skills and abilities for assignments in the company.

Correct Answer: Staffing

Your Answer: Staffing

**Select The Blank**

Question: Specific _______ emerge from broad strategies.

Correct Answer: Tactics

Your Answer: Objectives

**Select The Blank**

Question: The research objectives are stated as _______ to be tested.

Correct Answer: Hypothesis

Your Answer: Hypothesis

**Multiple Choice Multiple Answer**

Question: Socio-cultural environment consists of

Correct Answer: Social class, Culture

Your Answer: Social class, Culture

**Select The Blank**

Question: _______ of physical distribution activities increases its productivity as well as of manufacturer.

Correct Answer: Automation

Your Answer: Automation

**Multiple Choice Multiple Answer**

Question: How does 'structure' reduce internal uncertainty arising out of human behaviour.
<table>
<thead>
<tr>
<th>Category</th>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple Choice Single Answer</td>
<td>What factors constitute natural environment?</td>
<td>Natural resources</td>
<td>Natural resources</td>
</tr>
<tr>
<td>Multiple Choice Multiple Answer</td>
<td>For exchange to take place, which conditions must be satisfied?</td>
<td>Atleast two parties, Each party is capable of communication and delivery, Each party has something that might be of value to the other party</td>
<td>Atleast two parties, Each party is capable of communication and delivery, Each party has something that might be of value to the other party</td>
</tr>
<tr>
<td>True/False</td>
<td>Internal records such as sales reports, cost and accounting information are expensive to obtain.</td>
<td>False</td>
<td>False</td>
</tr>
<tr>
<td>Select The Blank</td>
<td>Product ________ plays a major role in distribution strategy.</td>
<td>Awareness</td>
<td>Packaging</td>
</tr>
<tr>
<td>Multiple Choice Multiple Answer</td>
<td>Total cost includes:</td>
<td>Fixed cost, Variable cost</td>
<td>Total cost, Fixed cost, Variable cost</td>
</tr>
<tr>
<td>True/False</td>
<td>Demand for industrial goods fluctuate more than consumer demand</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Multiple Choice Single Answer

**Question**  
It is the data which has been converted to a useful form for decision making

**Correct Answer** Information

**Your Answer** Information

### True/False

**Question**  
Product development includes starting another business or buy businesses outside of their current line.

**Correct Answer** False

**Your Answer** False

### Select The Blank

**Question**  
Skimming pricing involves _______ risk.

**Correct Answer** Low

**Your Answer** Marginal

### Multiple Choice Single Answer

**Question**  
A in AIDA stands for:

**Correct Answer** Awareness

**Your Answer** Advertising

### Multiple Choice Single Answer

**Question**  
This pricing objective involves setting a low price to discourage entry of new firms.

**Correct Answer** Stay out

**Your Answer** Stay out

### Multiple Choice Single Answer

**Question**  
It is the process of influencing one's behaviour by sharing ideas, feelings and information.

**Correct Answer** Communication

**Your Answer** Promotion
## LIST OF ATTEMPTED QUESTIONS AND ANSWERS

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A channel's length is also called as horizontal dimension.</td>
<td>False</td>
<td>False</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
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</tr>
</thead>
<tbody>
<tr>
<td>It concentrates on organisation design and workflow</td>
<td>Flotilla</td>
<td>Statistical quality control</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>__________ distribution is used when a small percentage of customers account for a large part of sale.</td>
<td>Selective</td>
<td>Selective</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The reseller's assortment influences it's</td>
<td>Marketing mix, Customer mix, Supplier mix</td>
<td>Marketing mix, Customer mix, Buyer mix</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
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<tr>
<td>Specific ________ emerge from broad strategies</td>
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<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is Market development?</td>
<td>Existing product-New market</td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Correct Answer</td>
<td>Your Answer</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>-----------------------------------------------------</td>
<td>----------------------</td>
</tr>
<tr>
<td>Income, occupation, education, age, marital status are factors of which type of segmentation?</td>
<td>Geographic, Demographic</td>
<td>Demographic</td>
</tr>
<tr>
<td>There are more number of substitutes for ________ products.</td>
<td>Multi use</td>
<td>Multi use</td>
</tr>
<tr>
<td>These are the characteristics of services</td>
<td>Sold on basis of benefits, Quality control is tough</td>
<td>Sold on basis of benefits, Quality control is tough</td>
</tr>
<tr>
<td>Planning of long term strategies are based on following factors:</td>
<td>Opportunity, Objectives, Strategies, Situation assessment, Organisation mission, Resources</td>
<td>Strengths, Objectives, Strategies, Situation assessment, Organisation mission, Resources</td>
</tr>
<tr>
<td>Competition tends to focus on ________ as a product moves through its life cycle.</td>
<td>Price</td>
<td>Quality</td>
</tr>
<tr>
<td>The onus of advertising, pricing and sales promotion policies is put on ________ distribution.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Correct Answer | Exclusive
---|---
Your Answer | Integral

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>______ is a strong internal stimulus impelling action</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Drive</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Drive</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Market forecasts are available from sources like government</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Physical distribution management includes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Manufacturer, Middlemen, Warehouse operators</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Manufacturer, Customer, Middlemen, Warehouse operators</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Consumer behaviour is more challenging across international border.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Manufacturers offering variety of price promotions to their middlemen is called</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Trade promotion</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Trade-in allowance</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Total cost is the sum of ________ + Variable cost.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Your Answer</td>
</tr>
<tr>
<td>----------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Fixed cost</td>
<td>Fixed cost</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Money is invested by way of</td>
<td>Debt, Equity</td>
<td>Risk, Equity</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>_______ describes a person's favourable or unfavourable action tendencies towards object</td>
<td>Attitudes</td>
<td>Attitudes</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumerism emerged in which era of Marketing?</td>
<td>Sales</td>
<td>Sales</td>
</tr>
</tbody>
</table>

**Match The Following**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wide market coverage is achieved.</td>
<td>Intensive distribution.</td>
<td>Intensive distribution.</td>
</tr>
<tr>
<td>Helps in the process of matching demand and supply.</td>
<td>Marketing channel</td>
<td>Marketing channel</td>
</tr>
<tr>
<td>No intermediaries between producer and consumer.</td>
<td>Direct channel</td>
<td>Direct channel</td>
</tr>
<tr>
<td>Combining two or more levels of a channel under one participant's control.</td>
<td>Vertical integration</td>
<td>Vertical integration</td>
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<tr>
<td><strong>Question</strong></td>
<td>Decline in buying power due to price levels rising more rapidly than income is called</td>
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<td><strong>Correct Answer</strong></td>
<td>Inflation</td>
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<td><strong>Question</strong></td>
<td>In pure competition many sellers and buyers are there and have major effect on demand and supply of the product’s market price</td>
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<tr>
<td><strong>Correct Answer</strong></td>
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<tr>
<td><strong>Your Answer</strong></td>
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<tbody>
<tr>
<td><strong>Question</strong></td>
<td>________ measures actual sales and not intentions to buy</td>
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<td><strong>Correct Answer</strong></td>
<td>Market tests</td>
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<td><strong>Your Answer</strong></td>
<td>Market tests</td>
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<tr>
<td><strong>Question</strong></td>
<td>This strategic posture invests sufficiently to stay in the race but avoids pre-mature commitments</td>
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<tr>
<td><strong>Correct Answer</strong></td>
<td>Reserve the right to play</td>
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<tr>
<td><strong>Your Answer</strong></td>
<td>Reserve the right to play</td>
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<td><strong>Question</strong></td>
<td>As a person acquires additional units of a product, the amount of satisfaction(each unit adds to total satisfaction), is less than the previous unit. This is called</td>
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<tr>
<td><strong>Correct Answer</strong></td>
<td>Law of diminishing marginal utility</td>
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**Multiple Choice Single Answer**

**Question**
New product forms and brands enter in which stage of product life cycle?

**Correct Answer**
Growth

**Your Answer**
Introductory

**Select The Blank**

**Question**
_______ leads to generalisation where similar stimulus generate the same kind of response

**Correct Answer**
Reinforcement

**Your Answer**
Cues

**True/False**

**Question**
Marketer should keep company's mission and marketing objectives in mind while making pricing decisions.

**Correct Answer**
True

**Your Answer**
True

**Multiple Choice Multiple Answer**

**Question**
Socio-cultural environment consists of

**Correct Answer**
Social class, Culture

**Your Answer**
Technology, Social class, Culture

**Multiple Choice Multiple Answer**

**Question**
Commercial sources have following sources

**Correct Answer**
Advertising, Packaging, Sales persons

**Your Answer**
Advertising, Packaging, Mass media

**True/False**

**Question**
After sales service is provided in a customer oriented firm

**Correct Answer**
True
### Multiple Choice Single Answer
**Question**
Product should be considered from the point of view of

**Correct Answer**
Customer

**Your Answer**
Customer

### Multiple Choice Multiple Answer
**Question**
Types of Organisational Market

**Correct Answer**
Reseller market, Industrial market, Government market

**Your Answer**
Reseller market, Industrial market, Government market

### Multiple Choice Multiple Answer
**Question**
Research design is classified as:

**Correct Answer**
Function, Methodology

**Your Answer**
Function, Methodology, Predictive, Experimental

### Multiple Choice Single Answer
**Question**
A diet conscious person after playing football is thirsty. He opts for:-

**Correct Answer**
Diet coke

**Your Answer**
Diet coke

### True/False
**Question**
"Idea screening" stage reduces the number of ideas based on company's criteria.

**Correct Answer**
True

**Your Answer**
True

### Multiple Choice Multiple Answer
**Question**
Categories of adopters are

**Correct Answer**
Innovators, Early adopters, Laggards
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Correct Answer | Advertising effectiveness, Sales forecasting, Identifying market trends
---|---
Your Answer | Advertising effectiveness, Sales forecasting, Identifying market trends, MIS formation

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<tr>
<td>A channel's length is also called as horizontal dimension.</td>
<td>False</td>
<td>False</td>
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<tr>
<td>It concentrates on organisation design and workflow</td>
<td>Flotilla</td>
<td>Statistical quality control</td>
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<tr>
<td>__________ distribution is used when a small percentage of customers account for a large part of sale.</td>
<td>Selective</td>
<td>Selective</td>
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<tr>
<td>The reseller's assortment influences it's</td>
<td>Marketing mix, Customer mix, Supplier mix</td>
<td>Marketing mix, Customer mix, Buyer mix</td>
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<tr>
<td>Specific ________ emerge from broad strategies</td>
<td>Tactics</td>
<td>Objectives</td>
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<tr>
<td>What is Market development?</td>
<td>Existing product-New market</td>
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<tr>
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<td><strong>Question</strong></td>
<td>Income, occupation, education, age, marital status are factors of which type of segmentation?</td>
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<td><strong>Correct Answer</strong></td>
<td>Geographic, Demographic</td>
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<td>Demographic</td>
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<td><strong>Question</strong></td>
<td>Market forecasts are available from sources like government</td>
</tr>
<tr>
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<td><strong>Your Answer</strong></td>
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<tbody>
<tr>
<td><strong>Question</strong></td>
<td>Physical distribution management includes</td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Manufacturer, Middlemen, Warehouse operators</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>Manufacturer, Customer, Middlemen, Warehouse operators</td>
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<td><strong>Question</strong></td>
<td>Consumer behaviour is more challenging across international border.</td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
<td>True</td>
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<tr>
<td><strong>Your Answer</strong></td>
<td>True</td>
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<tbody>
<tr>
<td><strong>Question</strong></td>
<td>Manufacturers offering variety of price promotions to their middlemen is called</td>
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<tr>
<td><strong>Correct Answer</strong></td>
<td>Trade promotion</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>Trade-in allowance</td>
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<td><strong>Question</strong></td>
<td>Total cost is the sum of ________ + Variable cost.</td>
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<td>Exclusive</td>
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<td><strong>Your Answer</strong></td>
<td>Integral</td>
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</table>
### Multiple Choice Multiple Answer

**Question:** Money is invested by way of

- **Correct Answer:** Debt, Equity
- **Your Answer:** Risk, Equity

### Select The Blank

**Question:** _______ describes a person's favourable or unfavourable action tendencies towards object

- **Correct Answer:** Attitudes
- **Your Answer:** Attitudes

### Multiple Choice Single Answer

**Question:** Consumerism emerged in which era of Marketing?

- **Correct Answer:** Sales
- **Your Answer:** Sales

### Match The Following

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<thead>
<tr>
<th>Question</th>
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<tr>
<td>Wide market coverage is achieved.</td>
<td>Intensive distribution.</td>
<td>Intensive distribution.</td>
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<tr>
<td>Helps in the process of matching demand and supply.</td>
<td>Marketing channel</td>
<td>Marketing channel</td>
</tr>
<tr>
<td>No intermediaries between producer and consumer.</td>
<td>Direct channel</td>
<td>Direct channel</td>
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<tr>
<td>Combining two or more levels of a channel under one participant's control.</td>
<td>Vertical integration</td>
<td>Vertical integration</td>
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**Law of diminishing marginal utility**

### Multiple Choice Single Answer

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<th>New product forms and brands enter in which stage of product life cycle?</th>
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<td>Your Answer</td>
<td>Introductory</td>
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<th>leads to generalisation where similar stimulus generate the same kind of response</th>
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<td>Reinforcement</td>
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<td>Your Answer</td>
<td>Cues</td>
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<tr>
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<td>Technology, Social class, Culture</td>
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<th>Commercial sources have following sources</th>
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### True/False

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**Question**
Product should be considered from the point of view of

**Correct Answer**
Customer

**Your Answer**
Customer

### Multiple Choice Multiple Answer
**Question**
Types of Organisational Market

**Correct Answer**
Reseller market, Industrial market, Government market

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A diet conscious person after playing football is thirsty. He opts for :-

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**Your Answer**
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### True/False
**Question**
"Idea screening" stage reduces the number of ideas based on company's criteria.

**Correct Answer**
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**Your Answer**
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### Multiple Choice Multiple Answer
**Question**
Categories of adopters are

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Your Answer: Advertising effectiveness, Sales forecasting, Identifying market trends, MIS formation

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<th>Question</th>
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<tbody>
<tr>
<td>A channel's length is also called as horizontal dimension.</td>
<td>False</td>
<td>False</td>
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</table>

#### Multiple Choice Single Answer

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<td>It concentrates on organisation design and work flow</td>
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<td>Your Answer</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>----------------</td>
<td>-------------</td>
</tr>
<tr>
<td>stage of product life cycle?</td>
<td>Growth</td>
<td>Introductory</td>
</tr>
<tr>
<td>Select The Blank</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question: _______ leads to generalisation where similar stimulus generate the same kind of response</td>
<td>Reinforcement</td>
<td>Cues</td>
</tr>
<tr>
<td>True/False</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question: Marketer should keep company's mission and marketing objectives in mind while making pricing decisions.</td>
<td>True</td>
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</tr>
<tr>
<td>Multiple Choice Multiple Answer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question: Socio-cultural environment consists of</td>
<td>Social class , Culture</td>
<td>Technology , Social class , Culture</td>
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<td>Multiple Choice Multiple Answer</td>
<td></td>
<td></td>
</tr>
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<td>Question: Commercial sources have following sources</td>
<td>Advertising , Packaging , Sales persons</td>
<td>Advertising , Packaging , Mass media</td>
</tr>
<tr>
<td>True/False</td>
<td></td>
<td></td>
</tr>
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<td>Question: After sales service is provided in a customer oriented firm</td>
<td>True</td>
<td>True</td>
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<td>---</td>
<td></td>
</tr>
<tr>
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<td>Customer</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>Customer</td>
<td></td>
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**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Types of Organisational Market</th>
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<tbody>
<tr>
<td>Correct Answer</td>
<td>Reseller market, Industrial market, Government market</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Reseller market, Industrial market, Government market</td>
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</tbody>
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<table>
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<tr>
<th>Question</th>
<th>Research design is classified as :</th>
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<tbody>
<tr>
<td>Correct Answer</td>
<td>Function, Methodology</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Function, Methodology, Predictive, Experimental</td>
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**Multiple Choice Single Answer**

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<th>Question</th>
<th>A diet conscious person after playing football is thirsty. He opts for :-</th>
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<tr>
<td>Your Answer</td>
<td>Diet coke</td>
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</table>

**True/False**

<table>
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<tr>
<th>Question</th>
<th>&quot;Idea screening&quot; stage reduces the number of ideas based on company's criteria.</th>
</tr>
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<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
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### MULTIPLE CHOICE MULTIPLE ANSWER

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<thead>
<tr>
<th>Question</th>
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<th>Your Answer</th>
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</thead>
<tbody>
<tr>
<td>What is breakdown approach</td>
<td>Sales potential varies with country's general level of economic activity,</td>
<td>Economic forecasts are available from industry trade associations,</td>
</tr>
<tr>
<td></td>
<td>Market and sales potential is based on economic forecast, Number of units</td>
<td>Market and sales potential is based on economic forecast, Number of units</td>
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<tr>
<td></td>
<td>that a buyer buys is multiplied by the total number of potential buyers in</td>
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<tr>
<td></td>
<td>that territory to arrive at total sales</td>
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<tr>
<td>New product forms and brands enter in which stage of product life cycle?</td>
<td>Growth</td>
<td>Introductory</td>
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<tr>
<td>This forecasting method is based on the opinion of company's officers</td>
<td>Executive Judgement</td>
<td>Executive Judgement</td>
</tr>
<tr>
<td>&quot;Law of demand&quot; is</td>
<td>More units of product are demanded at lower price</td>
<td>More units of product are demanded at lower price</td>
</tr>
<tr>
<td>These items are directly bought by industrial buyers from producers</td>
<td>Expensive</td>
<td>Expensive</td>
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<tr>
<td>rather than the middlemen</td>
<td></td>
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### MULTIPLE CHOICE MULTIPLE ANSWER

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<tr>
<th>Question</th>
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<tbody>
<tr>
<td>Forecasting methods for existing products are</td>
<td>Simple trend analysis, Time series analysis, Correlation method</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Multiple Choice Single Answer</td>
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<tr>
<td>--------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Profits are negative in which stage of product life cycle?</td>
</tr>
<tr>
<td>Conditions for a Successful Communication are:</td>
</tr>
<tr>
<td>Production creates which type of utility</td>
</tr>
<tr>
<td>Toffees and chocolates, magazines etc are examples of __________ products</td>
</tr>
<tr>
<td>Changes in consumer's buying patterns affects channel's horizontal and vertical dimensions.</td>
</tr>
<tr>
<td>Disadvantages of Primary data are:</td>
</tr>
<tr>
<td>Characteristics of mass market strategy are:</td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
</tr>
<tr>
<td>--------------------</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
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</tbody>
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**Multiple Choice Single Answer**

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<tr>
<th><strong>Question</strong></th>
<th>One mass market served with one basic product throughout is called:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Market aggregation</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>Market segmentation</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
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<tr>
<th><strong>Question</strong></th>
<th>Planning of long term strategies are based on following factors:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Opportunity, Objectives, Strategies, Situation assessment, Organisation mission, Resources</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>Objectives, Strategies, Situation assessment, Organisation mission, Resources</td>
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<th><strong>Question</strong></th>
<th>The greatest amount of satisfaction comes from which utility</th>
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<tbody>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Possession</td>
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<tr>
<th><strong>Question</strong></th>
<th>Who provides time and place utility?</th>
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<tbody>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Intermediary</td>
</tr>
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<td><strong>Your Answer</strong></td>
<td>Intermediary</td>
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**Multiple Choice Single Answer**

<table>
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<tr>
<th><strong>Question</strong></th>
<th>Members of this group are average white and blue collar workers who aim for better living</th>
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<tbody>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Middle class</td>
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<td><strong>Your Answer</strong></td>
<td>Middle class</td>
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</table>

**Multiple Choice Single Answer**


The price cut causes large increase in quantity sold and price rise results in fall in quantity sold. This demand is called Price elastic.

Augmented product includes the actual product plus any additional services such as maintenance, installation etc.

Each product and brand has a status symbol potential.

“Promotion” is considered in conjunction with “Convenience”.

________ is an important tool for planning and controlling the firm's activities.

Cash discount
- Given for paying promptly
- Given for paying promptly

Trade discount
- Reduction in list price to channel members
- Reduction in list price to channel members

Cumulative quantity discount
- Discount percentage increases as the quantity purchased increases
- Discount percentage increases as the quantity purchased increases

Non-cumulative quantity discount
- Applies to a single order
- Applies to a single order
**True/False**  
Question: Companies apply a variety of price adjustment strategies to account for differences in customer segments and situations.  
Correct Answer: True  
Your Answer: True

**True/False**  
Question: Rise and fall of interest rates has a major effect on consumer's decision to buy products on credit.  
Correct Answer: True  
Your Answer: True

**Multiple Choice Single Answer**  
Question: Mr. X has recently been chucked out from his job and is now searching for a new one. His unemployment is called  
Correct Answer: Functional  
Your Answer: Structural

**True/False**  
Question: Product concept testing through physical presentation increase the reliability of test.  
Correct Answer: True  
Your Answer: True

**Multiple Choice Multiple Answer**  
Question: Market segmentation can be done on the basis of following factors  
Correct Answer: Psychographic, Demographic, Geographic  
Your Answer: Psychographic, Demographic, Geographic

**Match The Following**  
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<tr>
<th>Question</th>
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<tr>
<td>Ballast business</td>
<td>Fit well but low opportunities</td>
<td>Fit well but low opportunities</td>
</tr>
<tr>
<td>Gap analysis</td>
<td>Difference between desired and projected performance</td>
<td>Difference between desired and projected performance</td>
</tr>
<tr>
<td>Corporate parenting</td>
<td>Managing SBU's by a corporate</td>
<td>Managing SBU's by a corporate</td>
</tr>
<tr>
<td>Heartland business</td>
<td>Give the highest priority</td>
<td>Give the highest priority</td>
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**Multiple Choice Multiple Answer**
<table>
<thead>
<tr>
<th>Question</th>
<th>Types of product classification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Consumables, Durables, Services</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Durables, Services, Emergency</td>
</tr>
</tbody>
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**Multiple Choice Multiple Answer**

<table>
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<tr>
<th>Question</th>
<th>Physical distribution management includes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Manufacturer, Middlemen, Warehouse operators</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Manufacturer, Middlemen, Warehouse operators</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
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<tr>
<th>Question</th>
<th>________ is a broad plan of action for using an organisation's resources to accomplish an objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Strategy</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Strategy</td>
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**Multiple Choice Single Answer**

<table>
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<tr>
<th>Question</th>
<th>What is Recurrent data?</th>
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<tbody>
<tr>
<td>Correct Answer</td>
<td>Routinely collected data</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Routinely collected data</td>
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**True/False**

<table>
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<tr>
<th>Question</th>
<th>Demand is highly elastic for industrial goods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>False</td>
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</table>

**Select The Blank**

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<th>Question</th>
<th>________ describes a person's favourable or unfavourable action tendencies towards object</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Attitudes</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Beliefs</td>
</tr>
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</table>

**Multiple Choice Multiple Answer**

<table>
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<th>Question</th>
<th>The areas which become active after promotion budgets have been set and funds are allocated to promotion mix elements.</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Sales management, Advertising</td>
</tr>
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<td>Sales management, Advertising</td>
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### Multiple Choice Single Answer

**Question**  
An example of Want is:

<table>
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<tbody>
<tr>
<td>Continental food</td>
<td>Continental food</td>
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### Multiple Choice Single Answer

**Question**  
Doctor’s services in an emergency are called which type of products?

<table>
<thead>
<tr>
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</tr>
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<tbody>
<tr>
<td>Unsought</td>
<td>Speciality</td>
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### LIST OF ATTEMPTED QUESTIONS AND ANSWERS

#### True/False

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<td>-------------------------------------------------------------------------</td>
<td>--------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Customer</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>Customer</td>
<td></td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Types of Organisational Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Reseller market, Industrial market, Government market</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Reseller market, Industrial market, Government market</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Research design is classified as:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Function, Methodology</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Function, Methodology, Predictive, Experimental</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>A diet conscious person after playing football is thirsty. He opts for:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Diet coke</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Diet coke</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>&quot;Idea screening&quot; stage reduces the number of ideas based on company's criteria.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>
### LIST OF ATTEMPTED QUESTIONS AND ANSWERS

#### True/False
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A channel's length is also called as horizontal dimension.</td>
<td>False</td>
<td>False</td>
</tr>
</tbody>
</table>

#### Multiple Choice Single Answer
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>It concentrates on organisation design and work flow</td>
<td>Flotilla</td>
<td>Statistical quality control</td>
</tr>
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</table>

#### Select The Blank
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>________ distribution is used when a small percentage of customers account for a large part of sale.</td>
<td>Selective</td>
<td>Selective</td>
</tr>
</tbody>
</table>

#### Multiple Choice Multiple Answer
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The reseller's assortment influences it's</td>
<td>Marketing mix , Customer mix , Supplier mix</td>
<td>Marketing mix , Customer mix , Buyer mix</td>
<td></td>
</tr>
</tbody>
</table>

#### Select The Blank
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specific ________ emerge from broad strategies</td>
<td>Tactics</td>
<td>Objectives</td>
</tr>
</tbody>
</table>

#### Multiple Choice Single Answer
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>What is Market development?</td>
<td>Existing product-New market</td>
<td></td>
</tr>
</tbody>
</table>
**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Income, occupation, education, age, marital status are factors of which type of segmentation?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Geographic, Demographic</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Demographic</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>There are more number of substitutes for ________ products.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Multi use</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Multi use</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>These are the characteristics of services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Sold on basis of benefits, Quality control is tough</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Sold on basis of benefits, Quality control is tough</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Planning of long term strategies are based on following factors:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Opportunity, Objectives, Strategies, Situation assessment, Organisation mission, Resources</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Strengths, Objectives, Strategies, Situation assessment, Organisation mission, Resources</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Competition tends to focus on ________ as a product moves through its life cycle.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Price</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Quality</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>The onus of advertising, pricing and sales promotion policies is put on ________ distribution.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>New product-New market</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Your Answer</td>
</tr>
<tr>
<td>---------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Exclusive</td>
<td>Integral</td>
</tr>
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**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>________ is a strong internal stimulus impelling action</td>
<td>Drive</td>
<td>Drive</td>
</tr>
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**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market forecasts are available from sources like government</td>
<td>False</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical distribution management includes</td>
<td>Manufacturer, Middlemen, Warehouse operators</td>
<td>Manufacturer, Customer, Middlemen, Warehouse operators</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer behaviour is more challenging across international border.</td>
<td>True</td>
<td>True</td>
</tr>
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</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturers offering variety of price promotions to their middlemen is called</td>
<td>Trade promotion</td>
<td>Trade-in allowance</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
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<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total cost is the sum of ________ + Variable cost.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Your Answer</td>
<td></td>
</tr>
<tr>
<td>----------------</td>
<td>-------------</td>
<td></td>
</tr>
<tr>
<td>Fixed cost</td>
<td>Fixed cost</td>
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**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Money is invested by way of</td>
<td>Debt, Equity</td>
<td>Risk, Equity</td>
</tr>
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</table>

**Select The Blank**

<table>
<thead>
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<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
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</thead>
<tbody>
<tr>
<td>_______ describes a person's favourable or unfavourable action tendencies towards object</td>
<td>Attitudes</td>
<td>Attitudes</td>
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**Multiple Choice Single Answer**

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<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
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</thead>
<tbody>
<tr>
<td>Consumerism emerged in which era of Marketing?</td>
<td>Sales</td>
<td>Sales</td>
</tr>
</tbody>
</table>

**Match The Following**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wide market coverage is achieved.</td>
<td>Intensive distribution.</td>
<td>Intensive distribution.</td>
</tr>
<tr>
<td>Helps in the process of matching demand and supply.</td>
<td>Marketing channel</td>
<td>Marketing channel</td>
</tr>
<tr>
<td>No intermediaries between producer and consumer.</td>
<td>Direct channel</td>
<td>Direct channel</td>
</tr>
<tr>
<td>Combining two or more levels of a channel under one participant's control.</td>
<td>Vertical integration</td>
<td>Vertical integration</td>
</tr>
</tbody>
</table>
**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logistics is an area of potentially high cost saving and improves customer satisfaction.</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decline in buying power due to price levels rising more rapidly than income is called</td>
<td>Inflation</td>
<td>Inflation</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>In pure competition many sellers and buyers are there and have major effect on demand and supply of the product’s market price</td>
<td>False</td>
<td>True</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>________ measures actual sales and not intentions to buy</td>
<td>Market tests</td>
<td>Market tests</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>This strategic posture invests sufficiently to stay in the race but avoids pre-mature commitments</td>
<td>Reserve the right to play</td>
<td>Reserve the right to play</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>As a person acquires additional units of a product, the amount of satisfaction (each unit adds to total satisfaction), is less than the previous unit. This is called</td>
<td>Law of diminishing marginal utility</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Law of diminishing marginal utility</td>
</tr>
<tr>
<td>------------------</td>
<td>-------------------------------------</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>New product forms and brands enter in which stage of product life cycle?</td>
<td>Growth</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Introductory</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>_______ leads to generalisation where similar stimulus generate the same kind of response</td>
<td>Reinforcement</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Cues</td>
</tr>
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</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketer should keep company's mission and marketing objectives in mind while making pricing decisions.</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
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</tr>
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<tbody>
<tr>
<td>Socio-cultural environment consists of</td>
<td>Social class , Culture</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Technology , Social class , Culture</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Commercial sources have following sources</td>
<td>Advertising , Packaging , Sales persons</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Advertising , Packaging , Mass media</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
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</tr>
</thead>
<tbody>
<tr>
<td>After sales service is provided in a customer oriented firm</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>
### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
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<th>Your Answer</th>
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<tbody>
<tr>
<td>Product should be considered from the point of view of</td>
<td>Customer</td>
<td>Customer</td>
</tr>
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</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
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<th>Your Answer</th>
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<tbody>
<tr>
<td>Types of Organisational Market</td>
<td>Reseller market, Industrial market, Government market</td>
<td>Reseller market, Industrial market, Government market</td>
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<tbody>
<tr>
<td>A diet conscious person after playing football is thirsty. He opts for :</td>
<td>Diet coke</td>
<td>Diet coke</td>
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</table>

### True/False

<table>
<thead>
<tr>
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<th>Correct Answer</th>
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<tbody>
<tr>
<td>&quot;Idea screening&quot; stage reduces the number of ideas based on company's criteria.</td>
<td>True</td>
</tr>
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</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Categories of adopters are</td>
<td>Innovators, Early adopters, Laggards</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Innovators, Early adopters, Late adopters, Laggards</td>
</tr>
<tr>
<td>-------------</td>
<td>----------------------------------------------------</td>
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</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Secondary data is cheaper and faster to collect than primary data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
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</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>This method enables the forecaster to take into consideration seasonal fluctuations and long term fluctuations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Time Series Analysis</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Time Series Analysis</td>
</tr>
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</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Wholesalers and retailers help manufacturer in carrying ________ flow to final buyers.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Title</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Title</td>
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</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>&quot;Promotion&quot; is considered in conjunction with &quot;Convenience&quot;.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
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</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>To serve a market segment profitably means</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Sales revenue generated is more than cost of marketing effort</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Sales revenue generated is more than cost of marketing effort</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Uses of Market research are:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Your Answer</td>
</tr>
<tr>
<td>----------------------------------------------------</td>
<td>--------------------------------------------------</td>
</tr>
<tr>
<td>Advertising effectiveness, Sales forecasting,</td>
<td>Advertising effectiveness, Sales forecasting,</td>
</tr>
<tr>
<td>Identifying market trends</td>
<td>Identifying market trends, MIS formation</td>
</tr>
</tbody>
</table>

### Match The Following

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motivational research</td>
<td>It analyses consumer motives</td>
<td>It is used to forecast future values such as sales revenue etc</td>
</tr>
<tr>
<td>Historical research</td>
<td>Uses past experiences to find solutions</td>
<td>Uses past experiences to find solutions</td>
</tr>
<tr>
<td>Survey research</td>
<td>Obtains data from respondents in person</td>
<td>Obtains data from respondents in person</td>
</tr>
<tr>
<td>Experimental research</td>
<td>One factor is constant and holding other factors</td>
<td>Tests hypothesis about the relationship between dependent variables</td>
</tr>
</tbody>
</table>
### List of Attempted Questions and Answers

<table>
<thead>
<tr>
<th><strong>True/False</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
<td>A channel's length is also called as horizontal dimension.</td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
<td>False</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>False</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Multiple Choice Single Answer</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
<td>It concentrates on organisation design and work flow</td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Flotilla</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>Statistical quality control</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
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</tr>
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<td><strong>Question</strong></td>
<td>_______ measures actual sales and not intentions to buy</td>
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<tr>
<td><strong>Correct Answer</strong></td>
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<td><strong>Your Answer</strong></td>
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<th></th>
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<tbody>
<tr>
<td><strong>Question</strong></td>
<td>This strategic posture invests sufficiently to stay in the race but avoids pre-mature commitments</td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Reserve the right to play</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>Reserve the right to play</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Multiple Choice Single Answer</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
<td>As a person acquires additional units of a product, the amount of satisfaction (each unit adds to total satisfaction), is less than the previous unit. This is called</td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Law of diminishing marginal utility</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>Law of diminishing marginal utility</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Multiple Choice Single Answer</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
<td>New product forms and brands enter in which</td>
</tr>
<tr>
<td>Question</td>
<td>Correct Answer</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>What is the stage of product life cycle?</td>
<td>Growth</td>
</tr>
<tr>
<td>Select The Blank</td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Reinforcement</td>
</tr>
<tr>
<td>Select The Blank</td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Reinforcement</td>
</tr>
<tr>
<td>True/False</td>
<td>Marketer should keep company's mission and marketing objectives in mind while making pricing decisions.</td>
</tr>
<tr>
<td>Multiple Choice Multiple Answer</td>
<td>Socio-cultural environment consists of</td>
</tr>
<tr>
<td>Multiple Choice Multiple Answer</td>
<td>Advertising , Packaging , Sales persons</td>
</tr>
<tr>
<td>True/False</td>
<td>After sales service is provided in a customer oriented firm</td>
</tr>
<tr>
<td>Multiple Choice Single Answer</td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Product should be considered from the point of view of</td>
</tr>
<tr>
<td>----------</td>
<td>--------------------------------------------------------</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Customer</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Customer</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Types of Organisational Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Reseller market, Industrial market, Government market</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Reseller market, Industrial market, Government market</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Research design is classified as :</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Function, Methodology</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Function, Methodology, Predictive, Experimental</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>A diet conscious person after playing football is thirsty. He opts for :-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Diet coke</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Diet coke</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>&quot;Idea screening&quot; stage reduces the number of ideas based on company's criteria.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>
### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Major role of promotion is to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Persuade, Inform, Remind</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Persuade, Inform, Remind</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>A drive is a need that sufficiently presses a person to act</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>The key to successful new product introduction lies in a systems approach.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>D in AIDA stands for:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Desire</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Desire</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Higher the perceived quality of the product, higher will be the perceived price. Such products are called:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Prestige</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Prestige</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>It refers to formal and informal rules, regulations and procedures that complements the company structure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Systems</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Systems</td>
</tr>
</tbody>
</table>
**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>The output of Stimulus Response Model is</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Product decision</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Product decision</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Style of a company are the patterns of actions taken by members of top management over a period of time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Buyer's response in _______ method may not be applicable in other markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Market tests</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Market tests</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Services can be stored in inventory.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Consumer needs are matched with the company capabilities and goals in marketing process.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>The participants in a communication process are:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Source , Recipient</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Source , Recipient</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>is synonymous with non-recurrent data system(RDS)</th>
</tr>
</thead>
</table>
## True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publicity is news carried in the mass media about a firm and its products, policies or actions.</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

## Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product characteristics that influence channel selection are</td>
<td>Complexity, Perishability, Weight</td>
<td>Complexity, Perishability, Weight</td>
</tr>
</tbody>
</table>

## Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Limitations of Traditional cost accounting are</td>
<td>Assumes factory as an isolated entity, It measures only the cost of producing</td>
<td>Assumes factory as an isolated entity, It measures only the cost of producing, It uses time as a unit of measure</td>
</tr>
</tbody>
</table>

## Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
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<tr>
<td>A diet conscious person after playing football is thirsty. He opts for :-</td>
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<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criteria for choosing distribution channels are</td>
<td>Market coverage, Control, Costs</td>
<td>Market coverage, Control, Costs</td>
</tr>
</tbody>
</table>

## Match The Following

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wide market coverage is achieved.</td>
<td>Intensive distribution.</td>
<td>Intensive distribution.</td>
</tr>
</tbody>
</table>
Helps in the process of matching demand and supply.

<table>
<thead>
<tr>
<th>Marketing channel</th>
<th>Marketing channel</th>
</tr>
</thead>
</table>

No intermediaries between producer and consumer.

<table>
<thead>
<tr>
<th>Direct channel</th>
<th>Direct channel</th>
</tr>
</thead>
</table>

Combining two or more levels of a channel under one participant's control.

<table>
<thead>
<tr>
<th>Vertical integration</th>
<th>Vertical integration</th>
</tr>
</thead>
</table>

Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>In production era, demand is ________ than supply</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Greater</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Greater</td>
</tr>
</tbody>
</table>

Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>How does 'structure' reduce external uncertainty arising out of human behaviour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Research and planning, Forecasting</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Division of labour, Departmentalisation</td>
</tr>
</tbody>
</table>

Match The Following

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Many sellers and buyers and none of them have much effect on the total demand, supply and product's market price</td>
<td>Pure competition</td>
<td>Pure competition</td>
</tr>
<tr>
<td>Only one seller and no competition permitted legally</td>
<td>Monopoly</td>
<td>Pure monopoly</td>
</tr>
<tr>
<td>Few sellers but account for bulk of industry's sales</td>
<td>Oligopoly</td>
<td>Pure oligopoly</td>
</tr>
<tr>
<td>Many sellers and buyers and each seller's offering is somewhat different than others</td>
<td>Monopolistic</td>
<td>Oligopoly</td>
</tr>
</tbody>
</table>
### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>_________ is a strong internal stimulus impelling action_</td>
<td>Drive</td>
<td>Belief</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market segmentation is the decision to identify different groups that compose the market and to develop specific product for each of these groups.</td>
<td>False</td>
<td>True</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The frequency at which a product is used is called?</td>
<td>Usage rate</td>
<td>Usage rate</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Types of psychological pricing are</td>
<td>Prestige, Leader</td>
<td>Prestige, Leader</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning of long term strategies are based on following factors:</td>
<td>Opportunity, Objectives, Strategies, Situation assessment, Organisation mission, Resources</td>
<td>Opportunity, Strengths, Resources</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>_________ is an important tool for planning and controlling the firm's activities_</td>
<td>Sales Forecast</td>
<td>Sales Forecast</td>
</tr>
<tr>
<td>Question</td>
<td>Correct Answer</td>
<td>Your Answer</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>----------------</td>
<td>-------------</td>
</tr>
<tr>
<td>A speciality product is ________ intensively distributed than a shopping product</td>
<td>Less</td>
<td>Less</td>
</tr>
<tr>
<td>It is the process of selecting people for company positions and developing skills and abilities for assignments in the company</td>
<td>Staffing</td>
<td>Staffing</td>
</tr>
<tr>
<td>Specific ________ emerge from broad strategies</td>
<td>Tactics</td>
<td>Objectives</td>
</tr>
<tr>
<td>The research objectives are stated as ________ to be tested</td>
<td>Hypothesis</td>
<td>Hypothesis</td>
</tr>
<tr>
<td>Socio-cultural environment consists of</td>
<td>Social class , Culture</td>
<td>Social class , Culture</td>
</tr>
<tr>
<td>__________ of physical distribution activities increases it's productivity as well as of manufacturer.</td>
<td>Automation</td>
<td>Automation</td>
</tr>
<tr>
<td>How does 'structure' reduce internal uncertainty arising out of human behaviour</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Answer</td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>--------</td>
<td></td>
</tr>
<tr>
<td>What factors constitute natural environment?</td>
<td>Natural resources</td>
<td></td>
</tr>
<tr>
<td>For exchange to take place, which conditions must be satisfied?</td>
<td>Atleast two parties, Each party is capable of communication and delivery, Each party has something that might be of value to the other party</td>
<td></td>
</tr>
<tr>
<td>Internal records such as sales reports, cost and accounting information are expensive to obtain.</td>
<td>False</td>
<td></td>
</tr>
<tr>
<td>Product ________ plays a major role in distribution strategy.</td>
<td>Awareness</td>
<td></td>
</tr>
<tr>
<td>Total cost includes:</td>
<td>Total cost, Fixed cost, Variable cost</td>
<td></td>
</tr>
<tr>
<td>Demand for industrial goods fluctuate more than consumer demand</td>
<td>True</td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Correct Answer</td>
<td>Your Answer</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>----------------</td>
<td>-------------</td>
</tr>
<tr>
<td>It is is the data which has been converted to a useful form for decision making</td>
<td>Information</td>
<td>Information</td>
</tr>
<tr>
<td>Product development includes starting another business or buy businesses outside of their current line.</td>
<td>False</td>
<td>False</td>
</tr>
<tr>
<td>Skimming pricing involves _______ risk.</td>
<td>Low</td>
<td>Marginal</td>
</tr>
<tr>
<td>A in AIDA stands for:</td>
<td>Awareness</td>
<td>Advertising</td>
</tr>
<tr>
<td>This pricing objective involves setting a low price to discourage entry of new firms.</td>
<td>Stay out</td>
<td>Stay out</td>
</tr>
<tr>
<td>It is the process of influencing one's behaviour by sharing ideas, feelings and information.</td>
<td>Communication</td>
<td>Promotion</td>
</tr>
</tbody>
</table>
### LIST OF ATTEMPTED QUESTIONS AND ANSWERS

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A channel's length is also called as horizontal dimension.</td>
<td>False</td>
<td>False</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>It concentrates on organisation design and work flow</td>
<td>Flotilla</td>
<td>Statistical quality control</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>________ measures actual sales and not intentions to buy</td>
<td>Market tests</td>
<td>Market tests</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
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<tr>
<td>This strategic posture invests sufficiently to stay in the race but avoids pre-mature commitments</td>
<td>Reserve the right to play</td>
<td>Reserve the right to play</td>
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<td>Law of diminishing marginal utility</td>
<td>Law of diminishing marginal utility</td>
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<th>Question</th>
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<th>Your Answer</th>
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<tbody>
<tr>
<td>New product forms and brands enter in which stage of product life cycle?</td>
<td>Growth</td>
<td>Introductory</td>
</tr>
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**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>________ leads to generalisation where similar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multiple Choice</td>
<td>Multiple Answer</td>
<td></td>
</tr>
<tr>
<td>----------------</td>
<td>-----------------</td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Socio-cultural environment consists of</td>
<td></td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Social class, Culture</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>Technology, Social class, Culture</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice</th>
<th>Multiple Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Question</td>
<td>Commercial sources have following sources</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Advertising, Packaging, Sales persons</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Advertising, Packaging, Mass media</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>True/False</th>
</tr>
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<tr>
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</thead>
<tbody>
<tr>
<td>Question</td>
<td>Product should be considered from the point of view of</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Customer</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Customer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice</th>
<th>Multiple Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Question</td>
<td>Types of Organisational Market</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Reseller market, Industrial market, Government market</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Reseller market, Industrial market, Government market</td>
</tr>
</tbody>
</table>
**Research design is classified as:**

- Function
- Methodology
- Predictive
- Experimental

**A diet conscious person after playing football is thirsty. He opts for:**

- Diet coke

**"Idea screening" stage reduces the number of ideas based on company's criteria.**

- True

**In negotiated contracts, the bid selected by buyer is not necessarily the lowest.**

- True

**Trade promotions include:**

- Push money allowance
- Promotional allowance
- Cash rebates
- Promotional allowance
- Damaged goods allowance

**Change in company's strategy gives rise to problems necessitating a new structure to be made.**

- True

**What is break down approach?**

- Sales potential varies with country's general level of economic activity, Market and sales potential is based on economic forecast, Number of units that a buyer buys is multiplied by the total number of potential buyers in that territory to arrive at total sales
Sales potential varies with country's general level of economic activity. Market and sales potential is based on economic forecast. Number of units that a buyer buys is multiplied by the total number of potential buyers in that territory to arrive at total sales.

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer behaviour is easy to understand in familiar country like India for Indians.</td>
<td>False</td>
<td>True</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buyer's response in _______ method may not be applicable in other markets</td>
<td>Market tests</td>
<td>Market tests</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The demand for a specific brand within a product category is called selective demand.</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deciding on the number of intermediaries to be employed by a producer is called:</td>
<td>Intensity distribution</td>
<td>Integral distribution</td>
</tr>
</tbody>
</table>

**Match The Following**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ballast business</td>
<td>Fit well but low opportunities</td>
<td>Fit well but low opportunities</td>
</tr>
<tr>
<td>Gap analysis</td>
<td>Difference between desired and projected performance</td>
<td>Some fit and some misfit</td>
</tr>
<tr>
<td>Corporate parenting</td>
<td>Managing SBU’s by a corporate</td>
<td>Managing SBU's by a corporate</td>
</tr>
<tr>
<td>Heartland business</td>
<td>Give the highest priority</td>
<td>Give the highest priority</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>These products move through short channels:</td>
<td>Eggs, Bread, Clothing, Cement</td>
<td>Clothing, Maruti 800 Car</td>
</tr>
</tbody>
</table>
### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>What is Exclusive Assortment?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Carrying the line of only one manufacturer</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Carrying many unrelated product lines</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Product means the ________ and services the company offers the target market.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Goods</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Value</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>Firm’s that lack promotional skills rely on ________ for promotional push.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Middlemen</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Advertising agents</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Government units that purchase or rent goods for carrying out main functions of government is called</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Government Market</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Reseller Market</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Low value but bulky products move through ________ channels.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Short</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Direct</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Consumer needs are matched with the company capabilities and goals in marketing process.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Major role of promotion is to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Inform, Remind, Persuade</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Remind, Persuade, Inform</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Factors affecting demand of a product?</td>
<td>Population, Increase in buying power</td>
<td>Decrease in buying power, Buyer preferences</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>______ can price its product without any regard to competitor.</td>
<td>Pure monopolist</td>
<td>Monopolist</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>______ are difficult to change</td>
<td>Attitudes</td>
<td>Habits</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>______ exists when a few large independent firm accounts for bulk of an industry's sales.</td>
<td>Oligopoly</td>
<td>Pure oligopoly</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production creates which type of utility</td>
<td>Form</td>
<td>Possession</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optimum marketing mix is obtained using analysis, ________, implementation and control.</td>
<td>Planning</td>
<td>Planning</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Socio-cultural environment consists of</td>
<td>Social class, Culture</td>
<td>Social class, Culture</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The super structure indicates ways in which company's tasks are integrated or coordinated</td>
<td>True</td>
</tr>
</tbody>
</table>
### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>It sets a sales performance standard against which actual sales results can be compared with potential sales</td>
<td>Sales forecast</td>
<td>Sales forecast</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is a paid form of non personal communication.</td>
<td>Advertising</td>
<td>Advertising</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are the stages in new product development?</td>
<td>Idea screening, Market testing, Commercialisation</td>
<td>Idea screening, Market testing, Commercialisation</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>is a descriptive thought that a person holds about something</td>
<td>Belief</td>
<td>Belief</td>
</tr>
</tbody>
</table>

### Match The Following

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product related consumer characteristics</td>
<td>Brand loyalty, Type of usage</td>
<td>Brand loyalty, Type of usage</td>
</tr>
<tr>
<td>Demographic</td>
<td>Age, Sex</td>
<td>Age, Sex</td>
</tr>
<tr>
<td>Psychographic</td>
<td>Social class, Lifestyle</td>
<td>Social class, Buying power</td>
</tr>
<tr>
<td>Geographic variables</td>
<td>City, Region</td>
<td>City, Region</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A company's pricing objectives are influenced by time and circumstances</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major reason for success for new product is _________ product.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Multiple Choice Single Answer

**Question**
The company earns an acceptable rate of return on their net sales. This profitability objective is called:

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Superior</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Superior</td>
</tr>
</tbody>
</table>

**Correct Answer**
Target return

**Your Answer**
Profit maximisation

## Multiple Choice Single Answer

**Question**
It helps an organisation to cope with future by setting objectives and making strategies to achieve them

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Planning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Planning</td>
</tr>
</tbody>
</table>

**Correct Answer**
Planning

**Your Answer**
Planning

## Multiple Choice Multiple Answer

**Question**
These are the characteristics of services

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Sold on basis of benefits, Quality control is tough</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Sold on basis of benefits, Quality control is tough</td>
</tr>
</tbody>
</table>

**Correct Answer**
Sold on basis of benefits, Quality control is tough

## Multiple Choice Single Answer

**Question**
Feedback is fastest in which of the following channels:

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Personal selling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Personal selling</td>
</tr>
</tbody>
</table>

**Correct Answer**
Personal selling

## True/False

**Question**
Each product and brand has a status symbol potential

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>True</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Correct Answer**
True

**Your Answer**
True

## Multiple Choice Multiple Answer

**Question**
The areas which become active after promotion budgets have been set and funds are allocated to promotion mix elements.

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Sales management, Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Sales management, Advertising</td>
</tr>
</tbody>
</table>

**Correct Answer**
Sales management, Advertising

**Your Answer**
Sales management, Advertising

## True/False

**Question**
Diversification strategy involves diversifying away from their original core businesses

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>True</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>

**Correct Answer**
True

**Your Answer**
False
### Multiple Choice Single Answer

**Question**
What is diversification?

**Correct Answer**
New product-New market

**Your Answer**
New product-Existing market

### Multiple Choice Multiple Answer

**Question**
After the new product has passed the conceptual stages it becomes more concrete in which stages?

**Correct Answer**
Test marketing, Commercialisation, Product development

**Your Answer**
Test marketing, Commercialisation, Product development, Marketing strategy development

### Multiple Choice Multiple Answer

**Question**
Total cost concept includes

**Correct Answer**
Damaged goods, Inventory obsolescence, Transportation

**Your Answer**
Damaged goods, Inventory obsolescence, Transportation

### Multiple Choice Single Answer

**Question**
These are the elements of a plan that specify how objectives are to be achieved

**Correct Answer**
Strategies

**Your Answer**
Strategies

### Multiple Choice Single Answer

**Question**
Members of this class neither possess family status nor unusual wealth but their primary concern is career

**Correct Answer**
Upper-Middle

**Your Answer**
Upper-Middle

### Multiple Choice Single Answer

**Question**
It refers to the effect price changes have on quantity demanded of a product and the firm's sales revenue.

**Correct Answer**
Demand elasticity

**Your Answer**
Demand elasticity

### Select The Blank

**Question**
Demographic, cultural, political, natural etc combine to form _______ environment.

**Correct Answer**
Macro

**Your Answer**
Macro

### True/False
<table>
<thead>
<tr>
<th>Question</th>
<th>&quot;The customer is always right&quot; is the spirit of marketing concept.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>
**LIST OF ATTEMPTED QUESTIONS AND ANSWERS**

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>________ identifies the impact of any change on performance</td>
<td>Statistical quality control</td>
<td>General Electric Model</td>
</tr>
</tbody>
</table>

**Match The Following**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic organisational planning</td>
<td>Top Management</td>
<td>Top Management</td>
</tr>
<tr>
<td>Objectives</td>
<td>What is to be accomplished</td>
<td>What is to be accomplished</td>
</tr>
<tr>
<td>Strategies</td>
<td>How to achieve objectives</td>
<td>How to achieve objectives</td>
</tr>
<tr>
<td>Policies</td>
<td>Constraints that limits the alternatives available</td>
<td>Constraints that limits the alternatives available</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The traditional approach towards uncertainty is</td>
<td>Binary</td>
<td>Unitary</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Image building&quot; objectives are common in which type of market structure?</td>
<td>Oligopoly</td>
<td>Oligopoly</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harvest strategy is used for</td>
<td>Dogs, Question marks</td>
<td>Stars, Cash cows</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is Market Penetration?</td>
<td></td>
</tr>
</tbody>
</table>
**Correct Answer**  Existing product-Existing market  
**Your Answer**  Existing product-Existing market

<table>
<thead>
<tr>
<th><strong>Multiple Choice Multiple Answer</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
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<tr>
<td><strong>Correct Answer</strong></td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
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<table>
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<th><strong>True/False</strong></th>
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<tbody>
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<td><strong>Correct Answer</strong></td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Select The Blank</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
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<tr>
<td><strong>Question</strong></td>
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<tr>
<td><strong>Correct Answer</strong></td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
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</tbody>
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<table>
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<tr>
<th><strong>True/False</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
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<tr>
<td><strong>Correct Answer</strong></td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
</tr>
</tbody>
</table>
**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>________ product is sold for use in producing other goods or services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Industrial</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Industrial</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Types of product classification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Consumables, Durables, Services</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Durables, Services, Emergency</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Market segmentation is the decision to identify different groups that compose the market and to develop specific product for each of these groups.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>________ allowance is used to communicate about the values of the product and special event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Promotion</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Promotion</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>What are fixed costs?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Office rent, Insurance, Generator back up</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Office rent, Raw material</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Demographic, cultural, political, natural etc combine to form environment.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Macro</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Macro</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Buyer’s response in ________ method may not be applicable in other markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td></td>
</tr>
</tbody>
</table>
### Multiple Choice Multiple Answer

**Question**: How does 'structure' reduce external uncertainty arising out of human behaviour

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research and planning, Forecasting</td>
<td>Division of labour, Departmentalisation</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

**Question**: What are variable costs?

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Material, Labour</td>
<td>Electricity, Telephone, Labour</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

**Question**: The tool used for future decision making in 'True Ambiguity' scenario is

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-linear dynamic model</td>
<td>Non-linear dynamic model</td>
</tr>
</tbody>
</table>

### Select The Blank

**Question**: _______ guides the development of advertisements and personal sales presentations.

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIDA</td>
<td>AIDA</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

**Question**: Shorter distribution channel results in

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduced costs, Limited market coverage</td>
<td>Reduced costs, Limited market coverage</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

**Question**: They are homogeneous and enduring divisions in a society which are hierarchically ordered and his members have similar interests and behaviour

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social class</td>
<td>Social class</td>
</tr>
</tbody>
</table>
### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Aspects of political environment are:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Form of government adopted, Media and pressure groups, Government stability</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Form of government adopted, Media and pressure groups, Government stability</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correlation methods is also used to supplement other techniques.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>What factors constitute natural environment?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Natural resources</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Natural resources</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Augmented product includes the actual product plus any additional services such as maintenance, installation etc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>________ is synonymous with non-recurrent data system (RDS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Market research</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Management Information system</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>A transaction takes place when</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>There is time and place of agreement, Two things of value, Agreed upon conditions</td>
</tr>
<tr>
<td>Your Answer</td>
<td>There is time and place of agreement, Two things of value, Agreed upon conditions</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>In production era, demand is ________ than supply</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Correct Answer</td>
</tr>
<tr>
<td>----------</td>
<td>---------------</td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Greater</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Multiple Choice Single Answer</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
<td>Organisations that acquire goods and services that are sold/rented and supplied to others</td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Industrial Market</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>Reseller Market</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Select The Blank</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
<td>Satisfying ________ reduces tension</td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Need</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>Need</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>True/False</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
<td>Industrial goods are sold to end-users for personal consumption.</td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
<td>False</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>False</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Multiple Choice Single Answer</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
<td>One mass market served with one basic product throughout is called:</td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Market aggregation</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>Market concentration</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>True/False</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
<td>Marketing involves a backward communication from consumer to producer</td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
<td>True</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>True</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Multiple Choice Single Answer</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
<td>Producer--&gt;Wholesaler--&gt;Retailer--&gt;Consumer is a common channel for:</td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Chocolates</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>Home appliances</td>
</tr>
</tbody>
</table>
### Multiple Choice Single Answer

**Question**
It focuses on one or more selected market segments and develops separate marketing mix for each segment

**Correct Answer**
Target Marketing

**Your Answer**
Product Variety Marketing

### Multiple Choice Multiple Answer

**Question**
The areas which become active after promotion budgets have been set and funds are allocated to promotion mix elements.

**Correct Answer**
Sales management, Advertising

**Your Answer**
Sales management, Advertising

### True/False

**Question**
Gross margin is operating expenses + net profit.

**Correct Answer**
True

**Your Answer**
True

### Multiple Choice Multiple Answer

**Question**
An unhealthy portfolio has

**Correct Answer**
More dogs, Few stars

**Your Answer**
More dogs, Few stars

### True/False

**Question**
Marketing concept has application only in profit oriented businesses.

**Correct Answer**
False

**Your Answer**
False

### Select The Blank

**Question**
_______ leads to market fragmentation.

**Correct Answer**
Competition

**Your Answer**
Commercialisation

### Multiple Choice Multiple Answer

**Question**
Advantages of Zone pricing

**Correct Answer**
It is used for products whose freight cost is large in relation to product's value, Buyers in different areas pay different delivered prices
Distant buyers pay less than the actual cost of shipping, it is used for products whose freight cost is large in relation to product's value. Buyers in different areas pay different delivered prices.

True/False

Question: A company's pricing objectives are influenced by time and circumstances
Correct Answer: True

Match The Following

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demand elasticity</td>
<td>Effect on price due to change in quantity demanded and revenue</td>
<td>Increase in quantity demanded due to reduction in price</td>
</tr>
<tr>
<td>Law of demand</td>
<td>More units are demanded at lower price</td>
<td>More units are demanded at lower price</td>
</tr>
<tr>
<td>Change in demand</td>
<td>More or less units are bought despite no change in price</td>
<td>More or less units are bought despite no change in price</td>
</tr>
<tr>
<td>Change in quantity</td>
<td>Increase in quantity demanded due to reduction in price</td>
<td>Effect on price due to change in quantity demanded and revenue</td>
</tr>
</tbody>
</table>
### List of Attempted Questions and Answers

#### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A channel's length is also called as horizontal dimension.</td>
<td>False</td>
<td>False</td>
</tr>
</tbody>
</table>

#### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>It concentrates on organisation design and work flow</td>
<td>Flotilla</td>
<td>Statistical quality control</td>
</tr>
</tbody>
</table>

#### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>_______ measures actual sales and not intentions to buy</td>
<td>Market tests</td>
<td>Market tests</td>
</tr>
</tbody>
</table>

#### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>This strategic posture invests sufficiently to stay in the race but avoids pre-mature commitments</td>
<td>Reserve the right to play</td>
<td>Reserve the right to play</td>
</tr>
</tbody>
</table>

#### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>As a person acquires additional units of a product, the amount of satisfaction (each unit adds to total satisfaction), is less than the previous unit. This is called</td>
<td>Law of diminishing marginal utility</td>
<td>Law of diminishing marginal utility</td>
</tr>
</tbody>
</table>

#### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>New product forms and brands enter in which stage of product life cycle?</td>
<td>Growth</td>
<td>Introductory</td>
</tr>
</tbody>
</table>

#### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>_______ leads to generalisation where similar</td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Correct Answer</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>stimulus generate the same kind of response</td>
<td>Reinforcement</td>
</tr>
<tr>
<td>Marketer should keep company's mission and marketing objectives in mind while making pricing decisions.</td>
<td>True</td>
</tr>
<tr>
<td>Socio-cultural environment consists of</td>
<td>Social class , Culture</td>
</tr>
<tr>
<td>Commercial sources have following sources</td>
<td>Advertising , Packaging , Sales persons</td>
</tr>
<tr>
<td>After sales service is provided in a customer oriented firm</td>
<td>True</td>
</tr>
<tr>
<td>Product should be considered from the point of view of</td>
<td>Customer</td>
</tr>
<tr>
<td>Types of Organisational Market</td>
<td>Reseller market , Industrial market , Government market</td>
</tr>
<tr>
<td>Question</td>
<td>Correct Answer</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>---------------------------------------</td>
</tr>
<tr>
<td>Research design is classified as:</td>
<td>Function , Methodology</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A diet conscious person after playing football is thirsty. He opts for :</td>
<td>Diet coke</td>
<td>Diet coke</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Idea screening&quot; stage reduces the number of ideas based on company's criteria.</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**LIST OF ATTEMPTED QUESTIONS AND ANSWERS**

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>In negotiated contracts, the bid selected by buyer is not necessarily the lowest</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade promotions include</td>
<td>Push money allowance , Promotional allowance</td>
<td>Push money allowance , Cash rebates , Promotional allowance , Damaged goods allowance</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in company's strategy gives rise to problems necessitating a new structure to be made</td>
<td>True</td>
<td>False</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is break down approach</td>
<td>Sales potential varies with country's general level of economic activity , Market and sales potential is based on economic forecast , Number of units that a buyer buys is multiplied by the total number of potential buyers in that territory to arrive at total sales</td>
</tr>
</tbody>
</table>
Sales potential varies with country's general level of economic activity, Market and sales potential is based on economic forecast, Number of units that a buyer buys is multiplied by the total number of potential buyers in that territory to arrive at total sales.

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer behaviour is easy to understand in familiar country like India for Indians.</td>
<td>False</td>
<td>True</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
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<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buyer's response in ________ method may not be applicable in other markets</td>
<td>Market tests</td>
<td>Market tests</td>
</tr>
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</table>

**True/False**

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<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The demand for a specific brand within a product category is called selective demand.</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deciding on the number of intermediaries to be employed by a producer is called:</td>
<td>Intensity distribution</td>
<td>Integral distribution</td>
</tr>
</tbody>
</table>

**Match The Following**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ballast business</td>
<td>Fit well but low opportunities</td>
<td>Fit well but low opportunities</td>
</tr>
<tr>
<td>Gap analysis</td>
<td>Difference between desired and projected performance</td>
<td>Some fit and some misfit</td>
</tr>
<tr>
<td>Corporate parenting</td>
<td>Managing SBU's by a corporate</td>
<td>Managing SBU's by a corporate</td>
</tr>
<tr>
<td>Heartland business</td>
<td>Give the highest priority</td>
<td>Give the highest priority</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>These products move through short channels:</td>
<td>Eggs, Bread, Clothing, Cement</td>
<td>Clothing, Maruti 800 Car</td>
</tr>
<tr>
<td>Multiple Choice Single Answer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question: What is Exclusive Assortment?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Correct Answer: Carrying the line of only one manufacturer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your Answer: Carrying many unrelated product lines</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Select The Blank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Question: Product means the ______ and services the company offers the target market.</td>
</tr>
<tr>
<td>Correct Answer: Goods</td>
</tr>
<tr>
<td>Your Answer: Value</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Select The Blank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Question: Firm's that lack promotional skills rely on ______ for promotional push.</td>
</tr>
<tr>
<td>Correct Answer: Middlemen</td>
</tr>
<tr>
<td>Your Answer: Advertising agents</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Single Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Question: Government units that purchase or rent goods for carrying out main functions of government is called</td>
</tr>
<tr>
<td>Correct Answer: Government Market</td>
</tr>
<tr>
<td>Your Answer: Reseller Market</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Select The Blank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Question: Low value but bulky products move through ______ channels.</td>
</tr>
<tr>
<td>Correct Answer: Short</td>
</tr>
<tr>
<td>Your Answer: Direct</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>True/False</th>
</tr>
</thead>
<tbody>
<tr>
<td>Question: Consumer needs are matched with the company capabilities and goals in marketing process.</td>
</tr>
<tr>
<td>Correct Answer: True</td>
</tr>
<tr>
<td>Your Answer: True</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Multiple Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Question: Major role of promotion is to:</td>
</tr>
<tr>
<td>Correct Answer: Inform, Remind, Persuade</td>
</tr>
<tr>
<td>Your Answer: Remind, Persuade, Inform</td>
</tr>
</tbody>
</table>

| Multiple Choice Multiple Answer |
### Question
Factors affecting demand of a product?

**Correct Answer:** Population, Increase in buying power  
**Your Answer:** Decrease in buying power, Buyer preferences

### Select The Blank
**Question:** _______ can price it's product without any regard to competitor.

**Correct Answer:** Pure monopolist  
**Your Answer:** Monopolist

### Select The Blank
**Question:** _______ are difficult to change

**Correct Answer:** Attitudes  
**Your Answer:** Habits

### Select The Blank
**Question:** _______ exists when a few large independent firm accounts for bulk of an industry's sales.

**Correct Answer:** Oligopoly  
**Your Answer:** Pure oligopoly

### Multiple Choice Single Answer
**Question:** Production creates which type of utility

**Correct Answer:** Form  
**Your Answer:** Possession

### Select The Blank
**Question:** Optimum marketing mix is obtained using analysis, _______, implementation and control.

**Correct Answer:** Planning  
**Your Answer:** Planning

### Multiple Choice Multiple Answer
**Question:** Socio-cultural environment consists of

**Correct Answer:** Social class, Culture  
**Your Answer:** Social class, Culture

### True/False
**Question:** The super structure indicates ways in which company's tasks are integrated or coordinated

**Correct Answer:** True
### Multiple Choice Single Answer
**Question** It sets a sales performance standard against which actual sales results can be compared with potential sales
**Correct Answer** Sales forecast
**Your Answer** Sales forecast

### Multiple Choice Single Answer
**Question** It is a paid form of non personal communication.
**Correct Answer** Advertising
**Your Answer** Advertising

### Multiple Choice Multiple Answer
**Question** What are the stages in new product development?
**Correct Answer** Idea screening, Market testing, Commercialisation
**Your Answer** Idea screening, Market testing, Commercialisation

### Select The Blank
**Question** ______ is a descriptive thought that a person holds about something
**Correct Answer** Belief
**Your Answer** Belief

### Match The Following
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product related consumer characteristics</td>
<td>Brand loyalty, Type of usage</td>
<td>Brand loyalty, Type of usage</td>
</tr>
<tr>
<td>Demographic</td>
<td>Age, Sex</td>
<td>Age, Sex</td>
</tr>
<tr>
<td>Psychographic</td>
<td>Social class, Lifestyle</td>
<td>Social class, Buying power</td>
</tr>
<tr>
<td>Geographic variables</td>
<td>City, Region</td>
<td>City, Region</td>
</tr>
</tbody>
</table>

### True/False
**Question** A company's pricing objectives are influenced by time and circumstances
**Correct Answer** True
**Your Answer** True

### Select The Blank
**Question** Major reason for success for new product is ________ product.
### Multiple Choice Single Answer

**Question**
The company earns an acceptable rate of return on their net sales. This profitability objective is called:

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Superior</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Superior</td>
</tr>
</tbody>
</table>

**Correct Answer**
Target return

**Your Answer**
Profit maximisation

### Multiple Choice Single Answer

**Question**
It helps an organisation to cope with future by setting objectives and making strategies to achieve them

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Planning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Planning</td>
</tr>
</tbody>
</table>

**Correct Answer**
Planning

**Your Answer**
Planning

### Multiple Choice Multiple Answer

**Question**
These are the characteristics of services

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Sold on basis of benefits, Quality control is tough</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Sold on basis of benefits, Quality control is tough</td>
</tr>
</tbody>
</table>

**Correct Answer**
Sold on basis of benefits, Quality control is tough

### Multiple Choice Single Answer

**Question**
Feedback is fastest in which of the following channels:

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Personal selling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Personal selling</td>
</tr>
</tbody>
</table>

**Correct Answer**
Personal selling

### True/False

**Question**
Each product and brand has a status symbol potential

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>True</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Correct Answer**
True

### Multiple Choice Multiple Answer

**Question**
The areas which become active after promotion budgets have been set and funds are allocated to promotion mix elements.

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Sales management, Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Sales management, Advertising</td>
</tr>
</tbody>
</table>

**Correct Answer**
Sales management, Advertising

### True/False

**Question**
Diversification strategy involves diversifying away from their original core businesses

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>True</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>

**Correct Answer**
True

**Your Answer**
False
**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>What is diversification?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>New product-New market</td>
</tr>
<tr>
<td>Your Answer</td>
<td>New product-Existing market</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>After the new product has passed the conceptual stages it becomes more concrete in which stages?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Test marketing , Commercialisation , Product development</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Test marketing , Commercialisation , Product development , Marketing strategy development</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Total cost concept includes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Damaged goods , Inventory obsolescence , Transportation</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Damaged goods , Inventory obsolescence , Transportation</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>These are the elements of a plan that specify how objectives are to be achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Strategies</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Strategies</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Members of this class neither possess family status nor unusual wealth but their primary concern is career</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Upper-Middle</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Upper-Middle</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>It refers to the effect price changes have on quantity demanded of a product and the firm's sales revenue.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Demand elasticity</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Demand elasticity</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Demographic, cultural, political, natural etc combine to form _______ environment.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Macro</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Macro</td>
</tr>
</tbody>
</table>

**True/False**
<table>
<thead>
<tr>
<th>Question</th>
<th>&quot;The customer is always right&quot; is the spirit of marketing concept.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>
**LIST OF ATTEMPTED QUESTIONS AND ANSWERS**

<table>
<thead>
<tr>
<th>True/False</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Single Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Select The Blank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Multiple Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Select The Blank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Single Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
</tr>
<tr>
<td><strong>Correct Answer</strong></td>
</tr>
<tr>
<td>Question</td>
</tr>
<tr>
<td>----------</td>
</tr>
<tr>
<td>Income, occupation, education, age, marital status are factors of which type of segmentation?</td>
</tr>
<tr>
<td>These are the characteristics of services</td>
</tr>
<tr>
<td>Planning of long term strategies are based on following factors:</td>
</tr>
<tr>
<td>Competition tends to focus on _________ as a product moves through its life cycle.</td>
</tr>
<tr>
<td>The onus of advertising, pricing and sales promotion policies is put on ________ distribution.</td>
</tr>
</tbody>
</table>
Select The Blank
Question: ________is a strong internal stimulus impelling action
Correct Answer: Drive
Your Answer: Drive

True/False
Question: Market forecasts are available from sources like government
Correct Answer: False
Your Answer: True

Multiple Choice Multiple Answer
Question: Physical distribution management includes
Correct Answer: Manufacturer, Middlemen, Warehouse operators
Your Answer: Manufacturer, Customer, Middlemen, Warehouse operators

True/False
Question: Consumer behaviour is more challenging across international border.
Correct Answer: True
Your Answer: True

Multiple Choice Single Answer
Question: Manufacturers offering variety of price promotions to their middlemen is called
Correct Answer: Trade promotion
Your Answer: Trade-in allowance

Select The Blank
Question: Total cost is the sum of ________ + Variable cost.
Correct Answer | Fixed cost  
---|---  
Your Answer | Fixed cost

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Money is invested by way of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Debt, Equity</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Risk, Equity</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>_______ describes a person's favourable or unfavourable action tendencies towards object</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Attitudes</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Attitudes</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Consumerism emerged in which era of Marketing?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Sales</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Sales</td>
</tr>
</tbody>
</table>

**Match The Following**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wide market coverage is achieved.</td>
<td>Intensive distribution.</td>
<td>Intensive distribution.</td>
</tr>
<tr>
<td>Helps in the process of matching demand and supply.</td>
<td>Marketing channel</td>
<td>Marketing channel</td>
</tr>
<tr>
<td>No intermediaries between producer and consumer.</td>
<td>Direct channel</td>
<td>Direct channel</td>
</tr>
<tr>
<td>Combining two or more levels of a channel under one participant's control.</td>
<td>Vertical integration</td>
<td>Vertical integration</td>
</tr>
<tr>
<td>Question</td>
<td>Correct Answer</td>
<td>Your Answer</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>-----------------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>Logistics is an area of potentially high cost saving and improves customer satisfaction.</td>
<td>True</td>
<td>True</td>
</tr>
<tr>
<td>Decline in buying power due to price levels rising more rapidly than income is called</td>
<td>Inflation</td>
<td>Inflation</td>
</tr>
<tr>
<td>In pure competition many sellers and buyers are there and have major effect on demand and supply of the product's market price</td>
<td>False</td>
<td>True</td>
</tr>
<tr>
<td>_______ measures actual sales and not intentions to buy</td>
<td>Market tests</td>
<td>Market tests</td>
</tr>
<tr>
<td>This strategic posture invests sufficiently to stay in the race but avoids pre-mature commitments</td>
<td>Reserve the right to play</td>
<td>Reserve the right to play</td>
</tr>
<tr>
<td>As a person acquires additional units of a product, the amount of satisfaction(each unit adds to total satisfaction), is less than the previous unit. This is called</td>
<td>Law of diminishing marginal utility</td>
<td></td>
</tr>
</tbody>
</table>
### Multiple Choice Single Answer

**Question**: New product forms and brands enter in which stage of product life cycle?

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth</td>
<td>Introductory</td>
</tr>
</tbody>
</table>

### Select The Blank

**Question**: ______ leads to generalisation where similar stimulus generate the same kind of response

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reinforcement</td>
<td>Cues</td>
</tr>
</tbody>
</table>

### True/False

**Question**: Marketer should keep company's mission and marketing objectives in mind while making pricing decisions.

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

**Question**: Socio-cultural environment consists of

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social class , Culture</td>
<td>Technology , Social class , Culture</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

**Question**: Commercial sources have following sources

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising , Packaging , Sales persons</td>
<td>Advertising , Packaging , Mass media</td>
</tr>
</tbody>
</table>

### True/False

**Question**: After sales service is provided in a customer oriented firm

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>
**Multiple Choice Single Answer**
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product should be considered from the point of view of</td>
<td>Customer</td>
<td>Customer</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Types of Organisational Market</td>
<td>Reseller market , Industrial market , Government market</td>
<td>Reseller market , Industrial market , Government market</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research design is classified as :</td>
<td>Function , Methodology</td>
<td>Function , Methodology , Predictive , Experimental</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A diet conscious person after playing football is thirsty. He opts for :-</td>
<td>Diet coke</td>
<td>Diet coke</td>
</tr>
</tbody>
</table>

**True/False**
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Idea screening&quot; stage reduces the number of ideas based on company's criteria.</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Categories of adopters are</td>
<td>Innovators , Early adopters , Laggards</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Innovators, Early adopters, Late adopters, Laggards</td>
</tr>
<tr>
<td>-------------</td>
<td>-----------------------------------------------------</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Secondary data is cheaper and faster to collect than primary data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>This method enables the forecaster to take into consideration seasonal fluctuations and long term fluctuations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Time Series Analysis</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Time Series Analysis</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Wholesalers and retailers help manufacturer in carrying ________ flow to final buyers.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Title</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Title</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>&quot;Promotion&quot; is considered in conjunction with &quot;Convenience&quot;.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>To serve a market segment profitably means</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Sales revenue generated is more than cost of marketing effort</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Sales revenue generated is more than cost of marketing effort</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Uses of Market research are:</th>
</tr>
</thead>
</table>
Correct Answer | Advertising effectiveness, Sales forecasting, Identifying market trends
---|---
Your Answer | Advertising effectiveness, Sales forecasting, Identifying market trends, MIS formation

### Match The Following

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motivational research</td>
<td>It analyses consumer motives</td>
<td>It is used to forecast future values such as sales revenue etc</td>
</tr>
<tr>
<td>Historical research</td>
<td>Uses past experiences to find solutions</td>
<td>Uses past experiences to find solutions</td>
</tr>
<tr>
<td>Survey research</td>
<td>Obtains data from respondents in person</td>
<td>Obtains data from respondents in person</td>
</tr>
<tr>
<td>Experimental research</td>
<td>One factor is constant and holding other factors</td>
<td>Tests hypothesis about the relationship between dependent variables</td>
</tr>
</tbody>
</table>
### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>A superior product is priced at</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Above market level</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Above market level</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Factors affecting demand of a product?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Population, Increase in buying power</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Population, Increase in buying power, Decrease in buying power, Buyer preferences</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>The cultural environment shows long term trends towards a hedonistic society.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Marketing channels for consumer products is longer because</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Number of consumers are more, Consumers buy smaller quantities, Buying patterns of consumers is easy to detect.</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Number of consumers are more, Consumers buy smaller quantities</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>This forecasting method is based on the opinion of company's officers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Executive Judgement</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Executive Judgement</td>
</tr>
</tbody>
</table>

### Select The Blank
<table>
<thead>
<tr>
<th>Question</th>
<th>________ research involves using past experiences to find solutions to marketing problems</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Historical</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Historical</td>
</tr>
</tbody>
</table>

**Question**

This approach estimates sales potential of a territory by estimating the number of units of a product category that a buyer buys from all suppliers multiplied by the number of potential buyers in that territory

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Buildup approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Build down approach</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Internal records such as sales reports, cost and accounting information are expensive to obtain.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>

**Question**

A diet conscious person after playing football is thirsty. He opts for :-

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Diet coke</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Diet coke</td>
</tr>
</tbody>
</table>

**Question**

Which is the shortest marketing channel for an industrial product?

<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Producer---&gt;Industrial user</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Producer---&gt;Industrial user</td>
</tr>
</tbody>
</table>

**Question**

When is demand price elastic?
<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price cut causes revenue to increase, Price rise causes revenue to decrease</td>
<td>Price cut causes revenue to increase, Price rise causes revenue to decrease</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>These are the characteristics of services</td>
<td>Sold on basis of benefits, Quality control is tough</td>
<td>Sold on basis of benefits, Quality control is tough</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The greatest amount of satisfaction comes from which utility</td>
<td>Possession</td>
<td>Possession</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is a reduction in list price granted to channel members for performing marketing functions</td>
<td>Trade discount</td>
<td>Trade discount</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rise and fall of interest rates has a major effect on consumer's decision to buy products on credit</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Augmented product includes the actual product plus any additional services such as maintenance, installation etc.</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>
**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>What factors constitute natural environment?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Natural resources</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Natural resources</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>Production creates which type of utility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Form</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Form</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>_______ method is suitable for products with a stable demand pattern</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Simple trend analysis</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Simple trend analysis</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>_______ provides more information than Advertising and is relatively inexpensive.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Publicity</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Public relations</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>_______ is an important tool for planning and controlling the firm’s activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Sales Forecast</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Sales volume</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>The demand for a product is _______ when price cut causes revenue to increase.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Price elastic</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Price elastic</td>
</tr>
<tr>
<td>Question</td>
<td>Who provides time and place utility?</td>
</tr>
<tr>
<td>----------</td>
<td>-------------------------------------</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Intermediary</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Supplier</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Select The Blank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Question</td>
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<tr>
<td>Correct Answer</td>
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<td>Your Answer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>True/False</th>
</tr>
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<tbody>
<tr>
<td>Question</td>
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<tr>
<td>Correct Answer</td>
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</tbody>
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<table>
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<tbody>
<tr>
<td>Question</td>
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<tr>
<td>Correct Answer</td>
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<tr>
<td>Your Answer</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Multiple Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Question</td>
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<tr>
<td>Correct Answer</td>
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<tr>
<td>Your Answer</td>
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<table>
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<th>Multiple Choice Multiple Answer</th>
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<tbody>
<tr>
<td>Question</td>
</tr>
<tr>
<td>Correct Answer</td>
</tr>
<tr>
<td>Your Answer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Single Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Question</td>
</tr>
<tr>
<td>Multiple Choice Single Answer</td>
</tr>
<tr>
<td>-------------------------------</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>True/False</th>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Marketing and production costs are high in multi-segment strategy</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Single Answer</th>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>General Electric Matrix is divided into how many cells</td>
<td>9</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Match The Following</th>
</tr>
</thead>
<tbody>
<tr>
<td>--------------------</td>
</tr>
<tr>
<td>--------------------</td>
</tr>
<tr>
<td>--------------------</td>
</tr>
<tr>
<td>--------------------</td>
</tr>
<tr>
<td>Question</td>
</tr>
<tr>
<td>--------------------------------</td>
</tr>
<tr>
<td>Demand elasticity</td>
</tr>
<tr>
<td>Law of demand</td>
</tr>
<tr>
<td>Change in demand</td>
</tr>
<tr>
<td>Change in quantity demanded</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary data is cheaper and faster to collect than primary data</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>In which stage of product life cycle, reference group influence is strong in product and brand choice</td>
<td>Growth</td>
<td>Maturity</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The external sources of Primary data are:</td>
<td>Retailer, Wholesaler, Libraries</td>
<td>Retailer, Wholesaler</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The cost of warehousing, transportation, inventory and</td>
<td></td>
</tr>
</tbody>
</table>
handling products together constitutes ________ concept.

Correct Answer: Total cost  
Your Answer: Optimisation cost

Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>________ leads to generalisation where similar stimulus generate the same kind of response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Reinforcement</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Reinforcement</td>
</tr>
</tbody>
</table>

Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>The areas which become active after promotion budgets have been set and funds are allocated to promotion mix elements.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Sales management, Advertising</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Sales promotion, Advertising</td>
</tr>
</tbody>
</table>

Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Concentration on that segment of market which has the maximum number of people is called ________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Market fallacy</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Target market</td>
</tr>
</tbody>
</table>

Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Forecasting methods for existing products are</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Simple trend analysis, Time series analysis, Correlation method</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Simple trend analysis, Time series analysis</td>
</tr>
</tbody>
</table>

Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>A business is a system consisting of following elements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Input and output, Objectives, Process and feedback</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Input and output, Process and feedback</td>
</tr>
</tbody>
</table>
### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Storage helps firms balance supply and demand.</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

### Match The Following

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Many sellers and buyers and none of them have much effect on the total demand, supply and product's market price</td>
<td>Pure competition</td>
<td>Pure oligopoly</td>
</tr>
<tr>
<td>Only one seller and no competition permitted legally</td>
<td>Monopoly</td>
<td>Pure monopoly</td>
</tr>
<tr>
<td>Few sellers but account for bulk of industry's sales</td>
<td>Oligopoly</td>
<td>Monopolistic</td>
</tr>
<tr>
<td>Many sellers and buyers and each seller's offering is somewhat different than others</td>
<td>Monopolistic</td>
<td>Oligopoly</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Categories of adopters are</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Innovators, Early adopters, Laggards</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Innovators, Early adopters, Late adopters</td>
</tr>
</tbody>
</table>
### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Trade promotions include</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Push money allowance, Promotional allowance</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Push money allowance, Cash rebates, Promotional allowance, Damaged goods allowance</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>What is diversification?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>New product-New market</td>
</tr>
<tr>
<td>Your Answer</td>
<td>New product-New market</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>A speciality product is ________ intensively distributed than a shopping product</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Less</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Less</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>________ is a delivery of standard of living to society</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Marketing</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Marketing</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>This discount is offered to customers to encourage them to remain loyal buyers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Quantity discount</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Quantity discount</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Which is the shortest marketing channel for an industrial product?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Producer--&gt;Industrial user</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Producer--&gt;Industrial user</td>
</tr>
</tbody>
</table>

### Select The Blank
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>In ________ pricing buyers pay different prices under the same conditions, in the same quantities and at the same time</td>
<td>Variable</td>
<td>Variable</td>
</tr>
<tr>
<td>Select The Blank</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>More ________ is involved in sales to industrial buyers than consumers</td>
<td>Money</td>
</tr>
<tr>
<td>Multiple Choice Single Answer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>This strategic posture plays a leadership role in establishing how the industry operates</td>
<td>Shapers</td>
</tr>
<tr>
<td>Multiple Choice Multiple Answer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>For exchange to take place, which conditions must be satisfied?</td>
<td>Atleast two parties, Each party is capable of communication and delivery, Each party has something that might be of value to the other party</td>
</tr>
<tr>
<td>Select The Blank</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Optimum marketing mix is obtained using analysis, __________, implementation and control.</td>
<td>Planning</td>
</tr>
<tr>
<td>Multiple Choice Multiple Answer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Factors affecting demand of a product?</td>
<td>Population, Increase in buying power</td>
</tr>
<tr>
<td>Multiple Choice Multiple Answer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Characteristics for effective market segmentation are:</td>
<td></td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Actionable, Measurable, Accessible</td>
<td></td>
</tr>
<tr>
<td>----------------</td>
<td>----------------------------------</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>Dependable, Measurable</td>
<td></td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in company structure from divisional to matrix also mean changes in the systems in various degrees</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skimming pricing involves ________ risk.</td>
<td>Low</td>
<td>Low</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product concept testing through physical presentation increase the reliability of test.</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is the process of selecting people for company positions and developing skills and abilities for assignments in the company</td>
<td>Staffing</td>
<td>Staffing</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is is the data which has been converted to a useful form for decision making</td>
<td>Information</td>
<td>Information</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>________ directs the flow of goods and services from the producer to the ultimate consumer</td>
<td>Marketing</td>
<td>Marketing</td>
</tr>
</tbody>
</table>
### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>What are psychogenetic needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Belonging, Recognition</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Belonging, Recognition</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>In which phase of production era, the producer and consumer are the same?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Subsistence</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Subsistence</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>_______ occurs when people inspite of being qualified and experienced and trained have to settle for a low level job.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Underemployment</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Unemployment</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>In negotiated contracts, the bid selected by buyer is not necessarily the lowest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>_______ is a descriptive thought that a person holds about something</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Belief</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Attitude</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>The cultural environment shows long term trends towards a hedonistic society.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Each product and brand has a status symbol potential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
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<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>
Your Answer | True
---|---

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>It helps an organisation to cope with future by setting objectives and making strategies to achieve them</th>
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</thead>
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<tr>
<td>Correct Answer</td>
<td>Planning</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Planning</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>The organisation focusses attention on one market segment and develops one marketing mix for that segment. This is known as:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Concentration</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Concentration</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Warehouses are needed when supply sources and markets are located close by.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>____ is seen as an integral process that converts materials into goods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Systems</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Systems</td>
</tr>
</tbody>
</table>

**Match The Following**

<table>
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<tr>
<th>Question</th>
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<td>Give the highest priority</td>
<td>Give the highest priority</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>The participants in a communication process are:</th>
</tr>
</thead>
</table>
### Conditions for a Successful Communication are:

**Correct Answer**  
Sender transmits message, Receiver receives message

**Your Answer**  
Sender transmits message, Receiver receives message, Message has meaning

### Adoption rate will be higher and faster if the product has

**Correct Answer**  
Lower price, Greater utility, Compatability with society

**Your Answer**  
Lower price, Greater utility, Compatability with society

### Macro environment is composed of the major forces that pose opportunities and create threat for the Co.

**Correct Answer**  
True

**Your Answer**  
False

### Experimental research involves obtaining data from respondents in person, mail or by phone

**Correct Answer**  
False

**Your Answer**  
False

### Rise and fall of interest rates has a major effect on consumer's decision to buy products on credit

**Correct Answer**  
True

**Your Answer**  
True

### What is Marginal cost?

**Correct Answer**  
The additional cost of each unit of product, It ignores non price competition, Marginal revenue is less than average revenue

**Your Answer**  
The additional cost of each unit of product, It ignores non price competition, Marginal revenue is less than average revenue
### Multiple Choice Multiple Answer

**Question**
Types of strategic business units are:

**Correct Answer**
Stars, Cash cows, Question marks

**Your Answer**
Stars, Cash cows, Question marks, Goats

### Multiple Choice Multiple Answer

**Question**
What is break down approach

**Correct Answer**
Sales potential varies with country's general level of economic activity, Market and sales potential is based on economic forecast, Number of units that a buyer buys is multiplied by the total number of potential buyers in that territory to arrive at total sales

**Your Answer**
Sales potential varies with country's general level of economic activity, Market and sales potential is based on economic forecast, Number of units that a buyer buys is multiplied by the total number of potential buyers in that territory to arrive at total sales

### Multiple Choice Single Answer

**Question**
Minimum number of segments in a multi segment strategy:

**Correct Answer**
2

**Your Answer**
2

### True/False

**Question**
Storage helps firms balance supply and demand.

**Correct Answer**
True

**Your Answer**
True

### Multiple Choice Single Answer

**Question**
Here the organisation acquires the operations of one or more other organisations on the same level.

**Correct Answer**
Horizontal integration

**Your Answer**
Horizontal integration

### Match The Following

**Question**
This refers to the number of product items within each product line.

**Correct Answer**
Product depth

**Your Answer**
Product depth

### Multiple Choice Multiple Answer

**Question**
Types of strategic business units are:

**Correct Answer**
Stars, Cash cows, Question marks

**Your Answer**
Stars, Cash cows, Question marks, Goats

### Multiple Choice Multiple Answer

**Question**
What is break down approach

**Correct Answer**
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**Your Answer**
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### Multiple Choice Single Answer

**Question**
Minimum number of segments in a multi segment strategy:

**Correct Answer**
2

**Your Answer**
2

### True/False

**Question**
Storage helps firms balance supply and demand.

**Correct Answer**
True

**Your Answer**
True

### Multiple Choice Single Answer

**Question**
Here the organisation acquires the operations of one or more other organisations on the same level.

**Correct Answer**
Horizontal integration

**Your Answer**
Horizontal integration

### Match The Following

**Question**
This refers to the number of product items within each product line.

**Correct Answer**
Product depth

**Your Answer**
Product depth
<table>
<thead>
<tr>
<th>This includes all product item's a company offers.</th>
<th>Product mix</th>
<th>Product mix</th>
</tr>
</thead>
<tbody>
<tr>
<td>This is a group of products that are related.</td>
<td>Product line.</td>
<td>Product line.</td>
</tr>
<tr>
<td>This is the total number of product lines.</td>
<td>Product breadth</td>
<td>Product breadth</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

**Question**
Source credibility is:

**Correct Answer**
Receiver’s perception regarding belief on sender.

**Your Answer**
Receiver’s perception regarding belief on sender.

**Multiple Choice Multiple Answer**

**Question**
Business is rated on which dimensions

**Correct Answer**
Market attractiveness, Business strength

**Your Answer**
Market attractiveness, Business strength, Profit margin, Competition level

**Select The Blank**

**Question**
____ is a part of the company that has a separate mission and objectives

**Correct Answer**
SBU

**Your Answer**
SBU
<table>
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<td>Your Answer</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Multiple Answer</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Question</td>
<td>Trade promotions include</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Push money allowance , Promotional allowance</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Push money allowance , Cash rebates , Promotional allowance , Damaged goods allowance</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>True/False</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Question</td>
<td>Change in company's strategy gives rise to problems necessitating a new structure to be made</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
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<table>
<thead>
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<tr>
<th>True/False</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Question</td>
<td>Consumer behaviour is easy to understand in familiar country like India for Indians.</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Select The Blank</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Question</td>
<td>Buyer's response in ________ method may not be applicable in other markets</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Market tests</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Market tests</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>True/False</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Correct Answer</td>
</tr>
<tr>
<td>-------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>The demand for a specific brand within a product category is called selective demand.</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deciding on the number of intermediaries to be employed by a producer is called:</td>
<td>Intensity distribution</td>
<td>Integral distribution</td>
</tr>
</tbody>
</table>

**Match The Following**

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<td>Some fit and some misfit</td>
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<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>These products move through short channels:</td>
<td>Eggs, Bread, Clothing, Cement</td>
<td>Clothing, Maruti 800 Car</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is Exclusive Assortment?</td>
<td>Carrying the line of only one manufacturer</td>
<td>Carrying many unrelated product lines</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product means the ________ and services the company offers the target market.</td>
<td>Goods</td>
<td>Value</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Firm's that lack promotional skills rely on _______ for promotional push.</td>
<td>Middlemen</td>
<td></td>
</tr>
</tbody>
</table>
### Multiple Choice Single Answer
**Question**
Government units that purchase or rent goods for carrying out main functions of government is called

**Correct Answer**
Government Market

**Your Answer**
Reseller Market

### Select The Blank
**Question**
Low value but bulky products move through________ channels.

**Correct Answer**
Short

**Your Answer**
Direct

### True/False
**Question**
Consumer needs are matched with the company capabilities and goals in marketing process.

**Correct Answer**
True

**Your Answer**
True

### Multiple Choice Multiple Answer
**Question**
Major role of promotion is to:

**Correct Answer**
Inform, Remind, Persuade

**Your Answer**
Remind, Persuade, Inform

### Multiple Choice Multiple Answer
**Question**
Factors affecting demand of a product?

**Correct Answer**
Population, Increase in buying power

**Your Answer**
Decrease in buying power, Buyer preferences

### Select The Blank
**Question**
________ can price it's product without any regard to competitor.

**Correct Answer**
Pure monopolist

**Your Answer**
Monopolist

### Select The Blank
**Question**
________ are difficult to change

**Correct Answer**
Attitudes

**Your Answer**
Habits
**Question**
exists when a few large independent firm accounts for bulk of an industry's sales.

**Correct Answer** Oligopoly

**Your Answer** Pure oligopoly

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Production creates which type of utility</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Form</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>Possession</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Optimum marketing mix is obtained using analysis, ________, implementation and control.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Planning</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>Planning</td>
</tr>
</tbody>
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**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Socio-cultural environment consists of</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Social class , Culture</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>Social class , Culture</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>The super structure indicates ways in which company's tasks are integrated or coordinated</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Correct Answer</strong></td>
<td>True</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>It sets a sales performance standard against which actual sales results can be compared with potential sales</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Sales forecast</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>Sales forecast</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>It is a paid form of non personal communication.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Advertising</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>Advertising</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>What are the stages in new product development ?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Correct Answer</strong></td>
<td>Idea screening , Market testing , Commercialisation</td>
</tr>
<tr>
<td><strong>Your Answer</strong></td>
<td>Idea screening , Market testing , Commercialisation</td>
</tr>
</tbody>
</table>
**Select The Blank**

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</thead>
<tbody>
<tr>
<td>Product related consumer characteristics</td>
<td>Brand loyalty, Type of usage</td>
<td>Brand loyalty, Type of usage</td>
</tr>
<tr>
<td>Demographic</td>
<td>Age, Sex</td>
<td>Age, Sex</td>
</tr>
<tr>
<td>Psychographic</td>
<td>Social class, Lifestyle</td>
<td>Social class, Buying power</td>
</tr>
<tr>
<td>Geographic variables</td>
<td>City, Region</td>
<td>City, Region</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A company's pricing objectives are influenced by time and circumstances</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
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<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major reason for success for new product is _______ product.</td>
<td>Superior</td>
<td>Superior</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The company earns an acceptable rate of return on their net sales. This profitability objective is called:</td>
<td>Target return</td>
<td>Profit maximisation</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
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<tr>
<td>It helps an organisation to cope with future by setting objectives and making strategies to achieve them</td>
<td>Planning</td>
<td>Planning</td>
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**Multiple Choice Multiple Answer**
<table>
<thead>
<tr>
<th>Question</th>
<th>These are the characteristics of services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Sold on basis of benefits, Quality control is tough</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Sold on basis of benefits, Quality control is tough</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
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<tr>
<th>Question</th>
<th>Feedback is fastest in which of the following channels:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Personal selling</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Personal selling</td>
</tr>
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**True/False**

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<td>Your Answer</td>
<td>True</td>
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</tbody>
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**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>The areas which become active after promotion budgets have been set and funds are allocated to promotion mix elements.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Sales management, Advertising</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Sales management, Advertising</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Diversification strategy involves diversifying away from their original core businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>What is diversification?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>New product-New market</td>
</tr>
<tr>
<td>Your Answer</td>
<td>New product-Existing market</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
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<tr>
<th>Question</th>
<th>After the new product has passed the conceptual stages it becomes more concrete in which stages?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Test marketing, Commercialisation, Product development</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Test marketing, Commercialisation, Product development, Marketing strategy development</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Total cost concept includes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Damaged goods, Inventory obsolescence, Transportation</td>
</tr>
<tr>
<td>Question</td>
<td>Your Answer</td>
</tr>
<tr>
<td>----------</td>
<td>-------------</td>
</tr>
<tr>
<td><strong>Multiple Choice Single Answer</strong></td>
<td>These are the elements of a plan that specify how objectives are to be achieved</td>
</tr>
<tr>
<td><strong>Multiple Choice Single Answer</strong></td>
<td>Members of this class neither possess family status nor unusual wealth but their primary concern is career</td>
</tr>
<tr>
<td><strong>Multiple Choice Single Answer</strong></td>
<td>It refers to the effect price changes have on quantity demanded of a product and the firm's sales revenue.</td>
</tr>
<tr>
<td><strong>Select The Blank</strong></td>
<td>Demographic, cultural, political, natural etc combine to form _______ environment.</td>
</tr>
<tr>
<td><strong>True/False</strong></td>
<td>&quot;The customer is always right&quot; is the spirit of marketing concept.</td>
</tr>
</tbody>
</table>
**Multiple Choice Single Answer**

**Question** When the quantity bought remains steady regardless of change in price, it is called

**Correct Answer** Price inelastic

**Your Answer** Price inelastic

**Multiple Choice Single Answer**

**Question** Members of this group have attained a position through exceptional ability in their profession or business

**Correct Answer** Lower-Upper

**Your Answer** Upper-Middle

**Select The Blank**

**Question** The cost of warehousing, transportation, inventory and handling products together constitutes ________ concept.

**Correct Answer** Total cost

**Your Answer** Total cost

**Multiple Choice Single Answer**

**Question** Production creates which type of utility

**Correct Answer** Form

**Your Answer** Form

**Multiple Choice Single Answer**

**Question** A diet conscious person after playing football is thirsty. He opts for :-

**Correct Answer** Diet coke

**Your Answer** Diet coke

**True/False**

**Question** Warehouses are needed when supply sources and markets are located close by.

**Correct Answer** False

**Your Answer** False

**True/False**

**Question** Communicating with middlemen requires information which is different to the information required in communicating with the final buyers.

**Correct Answer** True

**Your Answer** True

**Select The Blank**

**Question** Firm's that lack promotional skills rely on ________ for promotional push.

**Correct Answer** Middlemen

**Your Answer** Middlemen

**Multiple Choice Multiple Answer**

**Question** Senses in our body are

---

- 1 - MM assign:1 : Azim
<table>
<thead>
<tr>
<th>Correct Answer</th>
<th>Taste, Touch, See</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Answer</td>
<td>Taste, Touch, See</td>
</tr>
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</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>MIS provides marketers with the right amount and type of information in a timely fashion.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Match The Following**

<table>
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<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deep Assortment</td>
<td>Carrying a product family in depth, drawing on many producer's output</td>
<td>Carrying a product family in depth, drawing on many producer's output</td>
</tr>
<tr>
<td>Exclusive Assortment</td>
<td>Carrying the line of only one manufacturer</td>
<td>Carrying the line of only one manufacturer</td>
</tr>
<tr>
<td>Open bid</td>
<td>Contract awarded to lowest bidder</td>
<td>Contract awarded to lowest bidder</td>
</tr>
<tr>
<td>Negotiated Contract</td>
<td>Direct negotiation with one or more companies covering project and terms</td>
<td>Direct negotiation with one or more companies covering project and terms</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Total cost includes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Variable cost, Fixed cost</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Fixed cost, Variable cost, Marginal cost</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Characteristics of mass market strategy are:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>One market mix for target market, One distribution and promotion strategy</td>
</tr>
<tr>
<td>Your Answer</td>
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**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Who provides time and place utility?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Intermediary</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Supplier</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
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<tr>
<th>Question</th>
<th>________ can price it's product without any regard to competitor.</th>
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</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Pure monopolist</td>
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<tr>
<td>Your Answer</td>
<td>Pure monopolist</td>
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</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>It is that element of a plan that specifies what is to be accomplished</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Objectives</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Objectives</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Objectives</td>
</tr>
<tr>
<td>-------------</td>
<td>------------</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

**Question**
The greatest amount of satisfaction comes from which utility

**Correct Answer**
Possession

**Your Answer**
Possession

**Multiple Choice Multiple Answer**

**Question**
The areas which become active after promotion budgets have been set and funds are allocated to promotion mix elements.

**Correct Answer**
Sales management, Advertising

**Your Answer**
Sales management, Advertising

**True/False**

**Question**
Economic forecasts are available from industry trade associations

**Correct Answer**
False

**Your Answer**
True

**Multiple Choice Single Answer**

**Question**
Maximum number of new product ideas come from

**Correct Answer**
Internal sources

**Your Answer**
Customers

**Multiple Choice Multiple Answer**

**Question**
An unhealthy portfolio has

**Correct Answer**
More dogs, Few stars

**Your Answer**
More dogs, Few stars

**Select The Blank**

**Question**
Customers are brand, style and type conscious when buying ________ products.

**Correct Answer**
Special

**Your Answer**
Special

**Multiple Choice Single Answer**

**Question**
A centralised inventory means

**Correct Answer**
Fast delivery to customers

**Your Answer**
Fast delivery to customers

**True/False**

**Question**
After sales service is provided in a customer oriented firm

**Correct Answer**
True

**Your Answer**
True

**Select The Blank**

**Question**
Demographic, cultural, political, natural etc combine to form ________ environment.

- 3 - MM assgn: 1 : Azim
**Select The Blank**
Question: _______ identifies the impact of any change on performance
Correct Answer: Statistical quality control
Your Answer: Statistical quality control

**Multiple Choice Single Answer**
Question: One mass market served with one basic product throughout is called:
Correct Answer: Market aggregation
Your Answer: Market segmentation

**Match The Following**
<table>
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<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Many sellers and buyers and none of them have much effect on the total demand, supply and product’s market price</td>
<td>Pure competition</td>
<td>Pure competition</td>
</tr>
<tr>
<td>Only one seller and no competition permitted legally</td>
<td>Monopoly</td>
<td>Monopoly</td>
</tr>
<tr>
<td>Few sellers but account for bulk of industry’s sales</td>
<td>Oligopoly</td>
<td>Oligopoly</td>
</tr>
<tr>
<td>Many sellers and buyers and each seller’s offering is somewhat different than others</td>
<td>Monopolistic</td>
<td>Monopolistic</td>
</tr>
</tbody>
</table>

**True/False**
Question: The life cycle of product category is the shortest.
Correct Answer: False
Your Answer: True

**Multiple Choice Multiple Answer**
Question: Market segmentation can be done on the basis of following factors
Correct Answer: Psychographic, Demographic, Geographic
Your Answer: Psychographic, Demographic, Geographic

**Multiple Choice Single Answer**
Question: New product forms and brands enter in which stage of product life cycle?
Correct Answer: Growth
Your Answer: Maturity

**Select The Blank**
Question: More _______ is involved in sales to industrial buyers than consumers
Correct Answer: Money
**Multiple Choice Single Answer**

**Question**

Competition develops in which stage of Product life cycle?

**Correct Answer**

Maturity

**Your Answer**

Maturity

---

**Select The Blank**

**Question**

_______ guides the development of advertisements and personal sales presentations.

**Correct Answer**

AIDA

**Your Answer**

AIDA

---

**Multiple Choice Single Answer**

**Question**

New products enter the market and old customers make repeat purchase during which stage of product life cycle?

**Correct Answer**

Growth

**Your Answer**

Growth

---

**Multiple Choice Single Answer**

**Question**

What is the most important promotion activity required in Industrial buying process?

**Correct Answer**

Personal selling

**Your Answer**

Sales promotion

---

**True/False**

**Question**

Marketer should keep company's mission and marketing objectives in mind while making pricing decisions.

**Correct Answer**

True

**Your Answer**

True

---

**True/False**

**Question**

Marketing concept has application only in profit oriented businesses.

**Correct Answer**

False

**Your Answer**

False

---

**Multiple Choice Multiple Answer**

**Question**

These are the characteristics of services

**Correct Answer**

Sold on basis of benefits, Quality control is tough

**Your Answer**

Sold on basis of benefits, Quality control is tough

---

**Multiple Choice Single Answer**

**Question**

It focuses on one or more selected market segments and develops separate marketing mix for each segment

**Correct Answer**

Target Marketing

**Your Answer**

Target Marketing

---

**Select The Blank**

**Question**

________ exists when a few large independent firm accounts for bulk of an
industry's sales.

Correct Answer: Oligopoly
Your Answer: Oligopoly

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Marketing channels for consumer products is longer because</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Number of consumers are more, Consumers buy smaller quantities, Buying patterns of consumers is easy to detect.</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Number of consumers are more, Consumers buy smaller quantities, Buying patterns of consumers is easy to detect.</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Adoption rate will be higher and faster if the product has</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Lower price, Greater utility, Compatibility with society</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Lower price, Greater utility, Compatibility with society</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Image building pricing objective reduces the price war among competitor.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>______ allowance is used to communicate about the values of the product and special event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Promotion</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Promotion</td>
</tr>
</tbody>
</table>
### Multiple Choice Single Answer

**Question**
It is the process of identifying smaller markets within a larger market.

**Correct Answer**
Segmentation

**Your Answer**
Segmentation

### True/False

**Question**
Psychogenetic needs are intense enough to motivate a person to act immediately

**Correct Answer**
False

**Your Answer**
True

### Multiple Choice Single Answer

**Question**
Production creates which type of utility

**Correct Answer**
Form

**Your Answer**
Possession

### Match The Following

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correlation method</td>
<td>Historical data</td>
<td>Historical data</td>
</tr>
<tr>
<td>Market forecast</td>
<td>Industry trade associations</td>
<td>Market potential</td>
</tr>
<tr>
<td>Economic forecast</td>
<td>Government</td>
<td>Industry trade associations</td>
</tr>
<tr>
<td>Sales forecast</td>
<td>Sales volume</td>
<td>Sales potential</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

**Question**
It sets a sales performance standard against which actual sales results can be compared with potential sales

**Correct Answer**
Sales forecast

**Your Answer**
Sales forecast

### True/False

**Question**
Market segmentation is the decision to identify different groups that compose the market and to develop specific product for each of these groups.

**Correct Answer**
False

**Your Answer**
True

### True/False

**Question**
Demand is highly elastic for industrial goods

**Correct Answer**
False

**Your Answer**
True

### Select The Blank
<table>
<thead>
<tr>
<th>Question</th>
<th>The factor of satisfaction and ________ motives are consistent in society</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Profit</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Profit</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Recession stage in business cycle is also called</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Slowdown</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Slowdown</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Customer's changing wants and their behaviour can be better understood in ________ distribution.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Direct</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Horizontal</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>What is Statistical Quality Control(SQC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Identifies quality and productivity from a production process, Identifies impact of any change on performance, Instantly spots malfunctions and show where they occur</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Identifies quality and productivity from a production process, Identifies impact of any change on performance, Integrates manufacturing with business strategy</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>After sales service is provided in a customer orriented firm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Quantity discrepancy for a convenience product in a marketing channel is adjusted by:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Retailer</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Retailer</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Specific ________ emerge from broad stratefgies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Tactics</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Plans</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>After the new product has passed the conceptual stages it becomes more concrete in which stages?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Test marketing, Commercialisation, Product development</td>
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<tr>
<td>Your Answer</td>
<td>Test marketing, Product development, Marketing strategy development</td>
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**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Formal planning provides clearer performance standards.</th>
</tr>
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<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
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</table>

- 2 - MM assign :2: Shagun
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<tr>
<th>Multiple Choice Single Answer</th>
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</thead>
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</tr>
<tr>
<td>Correct Answer</td>
</tr>
<tr>
<td>Your Answer</td>
</tr>
</tbody>
</table>
**Multiple Choice Multiple Answer**

**Question**: Senses in our body are

**Correct Answer**: Taste, Touch, See

**Your Answer**: Taste, Touch, See

**Multiple Choice Multiple Answer**

**Question**: Planning of long term strategies are based on following factors:

**Correct Answer**: Opportunity, Objectives, Strategies, Situation assessment, Organisation mission, Resources

**Your Answer**: Strengths, Objectives, Strategies, Situation assessment, Organisation mission, Resources

**Select The Blank**

**Question**: ________ can price it's product without any regard to competitor.

**Correct Answer**: Pure monopolist

**Your Answer**: Monopolist

**Multiple Choice Single Answer**

**Question**: The greatest amount of satisfaction comes from which utility

**Correct Answer**: Possession

**Your Answer**: Possession

**Multiple Choice Single Answer**

**Question**: The input to 'Stimulus Response Model' is

**Correct Answer**: Stimuli

**Your Answer**: Stimuli

**True/False**

**Question**: Secondary data is cheaper and faster to collect than primary data

**Correct Answer**: True

**Your Answer**: False

**Multiple Choice Multiple Answer**

**Question**: For exchange to take place, which conditions must be satisfied?

**Correct Answer**: Each party is capable of communication and delivery, Atleast two parties, Each party has something that might be of value to the other party

**Your Answer**: Atleast two parties, Each party is capable of communication and delivery, Each party has something that might be of value to the other party

**Multiple Choice Multiple Answer**

**Question**: For a low involvement regular purchase product, consumer goes through what all stages of buying process
Correct Answer: Need recognition, Purchase decision  
Your Answer: Need recognition, Information research, Evaluation of alternatives

**Multiple Choice Single Answer**

**Question:** "How much to order" is also called as

**Correct Answer:** Basic stock  
**Your Answer:** Safety stock

**Match The Following**

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<tr>
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<td>Many sellers and buyers and each seller's offering is somewhat different than others</td>
<td>Monopolistic</td>
<td>Pure competition</td>
</tr>
</tbody>
</table>

**Select The Blank**

**Question:** The demand for a product is ________ when price cut causes revenue to increase.

**Correct Answer:** Price elastic  
**Your Answer:** Price elastic

**Multiple Choice Multiple Answer**

**Question:** Characteristics of mass market strategy are:

**Correct Answer:** One market mix for target market, One distribution and promotion strategy  
**Your Answer:** One market mix for target market, Number of pricing strategies, Inventory and distribution costs are high

**Multiple Choice Multiple Answer**

**Question:** Socio-cultural environment consists of

**Correct Answer:** Social class, Culture  
**Your Answer:** Technology, Social class, Culture

**Multiple Choice Multiple Answer**

**Question:** What is Marginal cost?

**Correct Answer:** The additional cost of each unit of product, It ignores non price competition, Marginal revenue is less than average revenue  
**Your Answer:** The additional cost of each unit of product, It ignores non price competition, It is useful for new products

**Multiple Choice Single Answer**

**Question:** The tool that a sender uses to reach to the receiver is called:
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>This strategic posture invests sufficiently to stay in the race but avoids pre-mature commitments</td>
<td>Reserve the right to play</td>
</tr>
<tr>
<td>Lead time for a product is 10 days and usage rate is 6 units/day. Reorder point will be ...</td>
<td>60 units</td>
</tr>
<tr>
<td>What is diversification?</td>
<td>New product-New market</td>
</tr>
<tr>
<td>Ways to make people do trial purchases?</td>
<td>Coupon offers, Discounts, Samples</td>
</tr>
<tr>
<td>Staffing function applies to all company levels irrespective of levels of hierarchy</td>
<td>True</td>
</tr>
<tr>
<td>The culture of a company is conveyed through</td>
<td>Rites, Myths, Rituals</td>
</tr>
<tr>
<td>__________ measures actual sales and not intentions to buy</td>
<td>Market tests</td>
</tr>
</tbody>
</table>

- 6 - MM assgn :2: Shagun
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tangible sources</td>
<td>Capital, machines, raw material</td>
<td>Capital, machines, raw material</td>
</tr>
<tr>
<td>Intangible sources</td>
<td>Information, time and technology</td>
<td>Information, time and technology</td>
</tr>
<tr>
<td>Consumer to producer</td>
<td>Backward communication</td>
<td>Backward communication</td>
</tr>
<tr>
<td>Customer is the focal point in</td>
<td>Marketing</td>
<td>Selling</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Major reason for success for new product is ________ product.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Superior</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Low priced</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>This involves developing two or more market strategies for two or more market segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Multi-segmentation</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Segmentation</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>A drive is a need that sufficiently presses a person to act</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>These are the characteristics of services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Sold on basis of benefits, Quality control is tough</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Sold on basis of benefits, Mechanised and automated, Quality control is tough</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>The cultural environment shows long term trends towards a hedonistic society.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Consumer behaviour is easy to understand in familiar country like India for Indians.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Japan’s major productivity gains are the results of social changes brought about by ________</th>
</tr>
</thead>
</table>
Correct Answer  Statistical quality control
Your Answer  Michael Porter's model for Industry Analysis

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>In production era, demand is ______ than supply</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Greater</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Greater</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>An unhealthy portfolio has</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>More dogs, Few stars</td>
</tr>
<tr>
<td>Your Answer</td>
<td>More dogs, Few stars</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Minimum number of segments in a multi segment strategy:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>2</td>
</tr>
<tr>
<td>Your Answer</td>
<td>3</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>&quot;Law of demand&quot; is</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>More units of product are demanded at lower price</td>
</tr>
<tr>
<td>Your Answer</td>
<td>More units of product are demanded at lower price</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Module of Flotilla strikes an optimum balance of ________ and flexibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Standardisation</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Standardisation</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Product characteristics that influence channel selection are</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Complexity, Perishability, Weight</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Complexity, Perishability, Weight</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Consumer needs are matched with the company capabilities and goals in marketing process.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
<tr>
<td>Select The Blank</td>
<td></td>
</tr>
<tr>
<td>-----------------</td>
<td></td>
</tr>
</tbody>
</table>
| Question | ________ is seen as an integral process that converts materials into goods  
| Correct Answer | Systems  
| Your Answer | Statistical quality control  
|  
| Multiple Choice Multiple Answer |  
| Question | Physical distribution management includes  
| Correct Answer | Manufacturer , Middlemen , Warehouse operators  
| Your Answer | Manufacturer , Middlemen , Warehouse operators  
|  
| Select The Blank |  
| Question | ________ is a delivery of standard of living to society  
| Correct Answer | Marketing  
| Your Answer | Values  
|  
| Multiple Choice Single Answer |  
| Question | Higher the perceived quality of the product, higher will be the perceived price. Such products are called:  
| Correct Answer | Prestige  
| Your Answer | Prestige  
|  
| True/False |  
| Question | Marketing concept provides a balance to the exchange process within the social system  
| Correct Answer | True  
| Your Answer | True  
|  
| Multiple Choice Multiple Answer |  
| Question | Trade promotions include  
| Correct Answer | Push money allowance , Promotional allowance  
| Your Answer | Push money allowance , Promotional allowance , Damaged goods allowance  
|  
| True/False |  
| Question | The demand for a specific brand within a product category is called selective demand.  
| Correct Answer | True  
| Your Answer | True  
|  
| Multiple Choice Multiple Answer |  
| Question | Factors affecting demand of a product?  
| Correct Answer | Population , Increase in buying power  
| Your Answer | Population , Increase in buying power , Decrease in buying power , Buyer preferences  
|  
| True/False |  
| Question | Marketing concept has application only in profit oriented businesses.  
|  

- 3 - MM asgn :3: Shagun
### Multiple Choice Single Answer
#### Question
Competition develops in which stage of Product life cycle?
- Correct Answer: Maturity
- Your Answer: Growth

### True/False
#### Question
Each product and brand has a status symbol potential
- Correct Answer: True
- Your Answer: True

### Multiple Choice Multiple Answer
#### Question
Uses of Market research are:
- Correct Answer: Advertising effectiveness, Sales forecasting, Identifying market trends
- Your Answer: Advertising effectiveness, Sales forecasting, Identifying market trends

#### Question
The basic goals in introductory stage are
- Correct Answer: Induce acceptance of new product, Gain initial distribution
- Your Answer: Increase in industry’s sales, Induce acceptance of new product, To keep promotional expenses low

#### Question
Types of Organisational Market
- Correct Answer: Reseller market, Industrial market, Government market
- Your Answer: Reseller market, Industrial market, Consumer market

### Multiple Choice Single Answer
#### Question
The producer works closely with middlemen to ensure total satisfaction of the buyer.
- Correct Answer: Indirect channel
- Your Answer: Indirect channel

### Multiple Choice Single Answer
#### Question
It is a reduction in list price that helps marketer to adjust actual price without changing published list prices
- Correct Answer: Discounts
- Your Answer: Discounts

### True/False
#### Question
Diversification strategy involves diversifying away from their original core businesses
- Correct Answer: True
- Your Answer: True
**Multiple Choice Single Answer**
Question: Pricing that enables sales people to tailor their prices to a prospect's situation is called
Correct Answer: Price shading
Your Answer: Variable pricing

**Multiple Choice Single Answer**
Question: When the quantity bought remains steady regardless of change in price, it is called
Correct Answer: Price inelastic
Your Answer: Break even point

**Multiple Choice Multiple Answer**
Question: Types of product classification
Correct Answer: Consumables, Durables, Services
Your Answer: Consumables, Durables, Emergency

**Select The Blank**
Question: _______ leads to market fragmentation.
Correct Answer: Competition
Your Answer: Test marketing

**Select The Blank**
Question: _______ directs the flow of goods and services from the producer to the ultimate consumer
Correct Answer: Marketing
Your Answer: Marketing

**Select The Blank**
Question: _______ routinely performs all functions on recurrent, internal and external data
Correct Answer: Recurrent data system (RDS)
Your Answer: Recurrent data system (RDS)

**Multiple Choice Multiple Answer**
Question: When is demand price elastic?
Correct Answer: Price cut causes revenue to increase, Price rise causes revenue to decrease
Your Answer: Price cut causes revenue to increase, Price rise causes revenue to decrease

**True/False**
Question: Marketing channels move products from customers to manufacturer.
Correct Answer: False
Your Answer: False

**Multiple Choice Single Answer**
Question: This distribution is necessary for most shopping and speciality goods.
**Match The Following**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objectives</td>
<td>What is to be accomplished</td>
<td>What is to be accomplished</td>
</tr>
<tr>
<td>Strategies</td>
<td>How to achieve objectives</td>
<td>How to achieve objectives</td>
</tr>
<tr>
<td>Policies</td>
<td>Constraints that limits the alternatives available</td>
<td>Middle Management</td>
</tr>
<tr>
<td>Strategic organisational planning</td>
<td>Top Management</td>
<td>Top Management</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product development includes starting another business or buy businesses outside of their current line.</td>
<td>False</td>
<td>False</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low value but bulky products move through ________ channels.</td>
<td>Short</td>
</tr>
<tr>
<td>________ pricing buyers pay different prices under the same conditions, in the same quantities and at the same time</td>
<td>Variable</td>
</tr>
</tbody>
</table>

"The customer is always right" is the spirit of marketing concept.

<table>
<thead>
<tr>
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<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;The customer is always right&quot; is the spirit of marketing concept.</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>
**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The cost of warehousing, transportation, inventory and handling products together constitutes ________ concept.</td>
<td>Total cost</td>
<td>Optimization cost</td>
</tr>
<tr>
<td>For ________ items, reseller reorders goods when inventory gets low</td>
<td>Standard</td>
<td>New</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disadvantages of Primary data are:</td>
<td>Cost factor, Time factor</td>
<td>Credibility, Relevance, Time factor</td>
</tr>
<tr>
<td>Concept of marketing includes study of</td>
<td>Transaction, Transfer, Exchange</td>
<td>Transaction, Transfer, Exchange</td>
</tr>
<tr>
<td>Manufacturers offering variety of price promotions to their middlemen is called</td>
<td>Trade promotion</td>
<td>Brokerage allowance</td>
</tr>
<tr>
<td>Shorter production runs are required to produce large number of products in multi-segment strategy</td>
<td>True</td>
<td>True</td>
</tr>
<tr>
<td>An organisational assessment uncovers________</td>
<td>Weaknesses</td>
<td>Weaknesses</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firms that lack promotional capabilities rely on middlemen.</td>
<td>True</td>
</tr>
<tr>
<td>Manufacturers offering variety of price promotions to their middlemen is called</td>
<td>Trade promotion</td>
</tr>
<tr>
<td>Shorter production runs are required to produce large number of products in multi-segment strategy</td>
<td>True</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firms that lack promotional capabilities rely on middlemen.</td>
<td>True</td>
</tr>
<tr>
<td>Manufacturers offering variety of price promotions to their middlemen is called</td>
<td>True</td>
</tr>
<tr>
<td>Shorter production runs are required to produce large number of products in multi-segment strategy</td>
<td>True</td>
</tr>
<tr>
<td>An organisational assessment uncovers________</td>
<td>True</td>
</tr>
<tr>
<td>Question</td>
<td>In this market, organisation acquires goods for the purpose of renting to others at profit</td>
</tr>
<tr>
<td>----------</td>
<td>--------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Reseller Market</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Reseller Market</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Buyers are geographically concentrated in the consumer market.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>In negotiated contracts, the bid selected by buyer is not necessarily the lowest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>A in AIDA stands for :</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Awareness</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Awareness</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Learning consists of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Cues, Drives, Response</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Cues, Drives, Response</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Firm’s that lack promotional skills rely on ________ for promotional push.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Middlemen</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Middlemen</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>________ concept increases the efficiency of economic system</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Marketing</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Marketing</td>
</tr>
</tbody>
</table>

**Match The Following**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash discount</td>
<td>Given for paying promptly</td>
<td>Given for paying promptly</td>
</tr>
<tr>
<td>Trade discount</td>
<td>Reduction in list price to channel members</td>
<td>Reduction in list price to channel members</td>
</tr>
<tr>
<td>Cumulative quantity discount</td>
<td>Discount percentage increases as the quantity purchased increases</td>
<td>Applies to multiple orders</td>
</tr>
<tr>
<td>Question</td>
<td>Correct Answer</td>
<td>Your Answer</td>
</tr>
<tr>
<td>----------</td>
<td>---------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Depression stage in business cycle is also called</td>
<td>Bust</td>
<td>Bust</td>
</tr>
<tr>
<td>Advertising, packaging etc. are the elements in ________ mix.</td>
<td>Promotion</td>
<td>Promotion</td>
</tr>
<tr>
<td>Major role of promotion is to:</td>
<td>Inform, Remind, Persuade</td>
<td>Inform, Force, Persuade</td>
</tr>
<tr>
<td>Satisfying ________ reduces tension</td>
<td>Need</td>
<td>Need</td>
</tr>
<tr>
<td>Who provides time and place utility?</td>
<td>Intermediary</td>
<td>Manufacturer</td>
</tr>
<tr>
<td>A change in quantity demanded of a product is caused by a change in its ________.</td>
<td>Price</td>
<td>Price</td>
</tr>
<tr>
<td>Marketer tries to seek what kind of response from the other party?</td>
<td>Behavioural</td>
<td>Behavioural</td>
</tr>
<tr>
<td>Marketing arises from ?</td>
<td>Exchange</td>
<td>Exchange</td>
</tr>
</tbody>
</table>

Non-cumulative quantity discount | Applies to a single order | Applies to a single order |
<table>
<thead>
<tr>
<th>Question</th>
<th>Maximum number of new product ideas come from</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Internal sources</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Customers</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>When is demand inelastic?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Price cut causes revenue to decrease, Price rise causes revenue to increase</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Price cut causes revenue to decrease, Price rise causes revenue to increase, Price do not remain steady</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>A transaction takes place when</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>There is time and place of agreement, Two things of value, Agreed upon conditions</td>
</tr>
<tr>
<td>Your Answer</td>
<td>There is time and place of agreement, Two things of value, Agreed upon conditions</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>The most common criteria for classifying products is based on</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Buyer behaviour</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Price difference</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>________ distribution is used when a small percentage of customers account for a large part of sale.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Selective</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Selective</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>The various variations of Negotiated contract are</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Cost plus pricing, Fixed price, Fixed price and incentive</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Cost plus pricing, Fixed price and incentive</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>The super structure indicates ways in which company's tasks are integrated or coordinated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Conditions for a Successful Communication are:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Sender transmits message, Receiver receives message</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Sender transmits message, Receiver receives message, Message has meaning</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Money is invested by way of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Debt, Equity</td>
</tr>
<tr>
<td>Question</td>
<td>Correct Answer</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>A diet conscious person after playing football is thirsty. He opts for:</td>
<td>Diet coke</td>
</tr>
<tr>
<td>Logistics is an area of potentially high cost saving and improves customer satisfaction.</td>
<td>True</td>
</tr>
<tr>
<td>More ________ is involved in sales to industrial buyers than consumers</td>
<td>Money</td>
</tr>
<tr>
<td>________ eliminates the risk of losing customer’s goodwill</td>
<td>One price policy</td>
</tr>
<tr>
<td>Recovery stage in business cycle is also called</td>
<td>Upswing</td>
</tr>
<tr>
<td>Types of psychological pricing are</td>
<td>Prestige, Leader</td>
</tr>
<tr>
<td>These products move through short channels:</td>
<td>Eggs, Bread, Clothing, Cement</td>
</tr>
<tr>
<td>Market segmentation can be done on the basis of following factors</td>
<td>Psychographic, Demographic, Geographic</td>
</tr>
<tr>
<td>Question</td>
<td>Correct Answer</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>This distribution is necessary for most convenience goods.</td>
<td>Intensive</td>
</tr>
<tr>
<td><strong>True/False</strong></td>
<td></td>
</tr>
<tr>
<td>Changes in company structure also necessitates changes in the systems in various degrees</td>
<td>True</td>
</tr>
<tr>
<td><strong>True/False</strong></td>
<td></td>
</tr>
<tr>
<td>Pricing strategies change over the life cycle of the product</td>
<td>True</td>
</tr>
<tr>
<td><strong>Match The Following</strong></td>
<td></td>
</tr>
<tr>
<td>Demand elasticity</td>
<td>Effect on price due to change in quantity demanded and revenue effect on price due to change in quantity demanded and revenue</td>
</tr>
<tr>
<td>Law of demand</td>
<td>More units are demanded at lower price</td>
</tr>
<tr>
<td>Change in demand</td>
<td>More or less units are bought despite no change in price</td>
</tr>
<tr>
<td>Change in quantity demanded</td>
<td>Increase in quantity demanded due to reduction in price</td>
</tr>
<tr>
<td><strong>True/False</strong></td>
<td></td>
</tr>
<tr>
<td>Product, place and promotion elements in the marketing mix are viewed as cost factors.</td>
<td>True</td>
</tr>
<tr>
<td><strong>Multiple Choice Single Answer</strong></td>
<td></td>
</tr>
<tr>
<td>Decline in buying power due to price levels rising more rapidly than income is called</td>
<td>Inflation</td>
</tr>
</tbody>
</table>
### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing concept provides a balance to the exchange process within the social system</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The culture of a company is conveyed through</td>
<td>Rites, Myths, Rituals</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Rites, Myths, Rituals</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The factor of satisfaction and ________ motives are consistent in society</td>
<td>Profit</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Profit</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A speciality product is ________ intensively distributed than a shopping product</td>
<td>Less</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Less</td>
</tr>
</tbody>
</table>

### Multiple Choice Multiple Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The areas which become active after promotion budgets have been set and funds are allocated to promotion mix elements.</td>
<td>Sales management, Advertising</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Sales promotion, Advertising</td>
</tr>
</tbody>
</table>

### True/False

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales contests, consumer contests are examples of public relations.</td>
<td>False</td>
<td>False</td>
</tr>
</tbody>
</table>

### Select The Blank

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concentration on that segment of market which has the maximum number of people is called ________</td>
<td>Market fallacy</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Market fallacy</td>
</tr>
</tbody>
</table>

### Multiple Choice Single Answer

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>This allows a marketer to adjust the actual price a customer pays for new product without reducing it's list price</td>
<td>Trade-in allowance</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Trade-in allowance</td>
</tr>
</tbody>
</table>

### Select The Blank
<table>
<thead>
<tr>
<th>Question</th>
<th>The demand for a product is ________ when price cut causes revenue to increase.</th>
<th>Price elastic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Price elastic</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>Price elastic</td>
<td></td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Production creates which type of utility</th>
<th>Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Form</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>Form</td>
<td></td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>An unhealthy portfolio has</th>
<th>Few stars , More dogs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Few stars , More dogs</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>More dogs , Few stars</td>
<td></td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>For a low involvement regular purchase product, consumer goes through what all stages of buying process</th>
<th>Need recognition , Purchase decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Need recognition , Purchase decision</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>Need recognition , Purchase decision</td>
<td></td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Marketer should keep company's mission and marketing objectives in mind while making pricing decisions.</th>
<th>True</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
<td></td>
</tr>
</tbody>
</table>

**Match The Following**

<table>
<thead>
<tr>
<th>Question</th>
<th>Exclusive Assortment</th>
<th>Carrying the line of only one manufacturer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Carrying the line of only one manufacturer</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>Carrying the line of only one manufacturer</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>Open bid</th>
<th>Contract awarded to lowest bidder</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Contract awarded to lowest bidder</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>Contract awarded to lowest bidder</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>Negotiated Contract</th>
<th>Direct negotiation with one or more companies covering project and terms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Direct negotiation with one or more companies covering project and terms</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>Direct negotiation with one or more companies covering project and terms</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>Deep Assortment</th>
<th>Carrying a product family in depth, drawing on many producer's output</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Carrying a product family in depth, drawing on many producer's output</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>Carrying a product family in depth, drawing on many producer's output</td>
<td></td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>&quot;Image building&quot; objectives are common in which type of market structure?</th>
<th>Oligopoly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Oligopoly</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>Oligopoly</td>
<td></td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>________ leads to generalisation where similar stimulus generate the same kind of response</th>
<th></th>
</tr>
</thead>
</table>
**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Companies have strengths in a number of areas but their key strengths are few in number</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Limitations of Traditional cost accounting are</td>
<td>Assumes factory as an isolated entity, It measures only the cost of producing</td>
<td>Assumes factory as an isolated entity, It measures only the cost of producing</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A diet conscious person after playing football is thirsty. He opts for:</td>
<td>Diet coke</td>
<td>Diet coke</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The greatest amount of satisfaction comes from which utility</td>
<td>Possession</td>
<td>Possession</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market forecasts are available from sources like government</td>
<td>False</td>
<td>False</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;When to order&quot; is called</td>
<td>Re-order point</td>
<td>Re-order point</td>
</tr>
<tr>
<td>Question</td>
<td>In which stage of Product life cycle, brand choice is heavily influenced by reference group</td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>------------------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Maturity</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>Maturity</td>
<td></td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>These are the elements of a plan that specify how objectives are to be achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Strategies</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Strategies</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Major components of marketing mix are:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Product</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Product</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>It indicates the degree of differentiation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Structure</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Culture</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>What are psychogenetic needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Belonging, Recognition</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Belonging, Recognition</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>________ guides the development of advertisements and personal sales presentations.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>AIDA</td>
</tr>
<tr>
<td>Your Answer</td>
<td>AIDA</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Adoption rate will be higher and faster if the product has</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Lower price, Greater utility, Compatibility with society</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Complexity, Compatibility with society</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>It is a reduction in list price granted to channel members for performing marketing functions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Trade discount</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Trade discount</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Product, price, place and promotion are the 4p’s of ________ mix</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Marketing</td>
</tr>
</tbody>
</table>

- 4 - MM assgn :5: Grace
**True/False**

**Question**  
The cultural environment shows long term trends towards a hedonistic society.

**Correct Answer**  
True

**Your Answer**  
True

**Multiple Choice Multiple Answer**

**Question**  
Types of Organisational Market

**Correct Answer**  
Reseller market, Industrial market, Government market

**Your Answer**  
Reseller market, Industrial market, Government market

**Multiple Choice Multiple Answer**

**Question**  
Characteristics of Effective segmentation

**Correct Answer**  
Actionable, Measurable, Accessible

**Your Answer**  
Actionable, Measurable, Accessible

**Multiple Choice Multiple Answer**

**Question**  
Disadvantages of Primary data are:

**Correct Answer**  
Cost factor, Time factor

**Your Answer**  
Cost factor, Time factor, Credibility

**Multiple Choice Single Answer**

**Question**  
Members of this class neither possess family status nor unusual wealth but their primary concern is career

**Correct Answer**  
Upper-Middle

**Your Answer**  
Upper-Middle

**True/False**

**Question**  
A channel’s length is also called as horizontal dimension.

**Correct Answer**  
False

**Your Answer**  
False

**True/False**

**Question**  
Change in company structure from divisional to matrix also mean changes in the systems in various degrees

**Correct Answer**  
True

**Your Answer**  
False

**Multiple Choice Single Answer**

**Question**  
It limits the alternatives that a decision maker takes in a given situation

**Correct Answer**  
Policy

**Your Answer**  
Policy
<table>
<thead>
<tr>
<th>Question</th>
<th>Total cost includes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Fixed cost, Variable cost</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Fixed cost, Variable cost</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Government units that purchase or rent goods for carrying out main functions of government is called</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Government Market</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Government Market</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>________ is a descriptive thought that a person holds about something</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Belief</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Belief</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Specific ________ emerge from broad strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Tactics</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Objectives</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>It focuses on one or more selected market segments and develops separate marketing mix for each segment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Target Marketing</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Target Marketing</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Product ________ plays a major role in distribution strategy.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Awareness</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Awareness</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Buyers are geographically concentrated in the consumer market.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>
**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>In negotiated contracts, the bid selected by buyer is not necessarily the lowest.</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade promotions include</td>
<td>Push money allowance, Promotional allowance</td>
<td>Push money allowance, Cash rebates, Promotional allowance, Damaged goods allowance</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in company's strategy gives rise to problems necessitating a new structure to be made</td>
<td>True</td>
<td>False</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is break down approach</td>
<td>Sales potential varies with country's general level of economic activity, Market and sales potential is based on economic forecast, Number of units that a buyer buys is multiplied by the total number of potential buyers in that territory to arrive at total sales</td>
<td>Sales potential varies with country's general level of economic activity, Market and sales potential is based on economic forecast, Number of units that a buyer buys is multiplied by the total number of potential buyers in that territory to arrive at total sales</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer behaviour is easy to understand in familiar country like India for Indians.</td>
<td>False</td>
<td>True</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buyer's response in ________ method may not be applicable in other markets</td>
<td>Market tests</td>
<td>Market tests</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The demand for a specific brand within a product category is called selective demand.</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deciding on the number of intermediaries to be employed by a producer is called:</td>
<td>Intensity distribution</td>
<td>Integral distribution</td>
</tr>
</tbody>
</table>

**Match The Following**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ballast business</td>
<td>Fit well but low opportunities</td>
<td>Fit well but low opportunities</td>
</tr>
<tr>
<td>------------------</td>
<td>--------------------------------</td>
<td>--------------------------------</td>
</tr>
<tr>
<td>Gap analysis</td>
<td>Difference between desired and projected performance</td>
<td>Some fit and some misfit</td>
</tr>
<tr>
<td>Corporate parenting</td>
<td>Managing SBU's by a corporate</td>
<td>Managing SBU's by a corporate</td>
</tr>
<tr>
<td>Heartland business</td>
<td>Give the highest priority</td>
<td>Give the highest priority</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

**Question**

These products move through short channels:

**Correct Answer**

Eggs, Bread, Clothing, Cement

**Your Answer**

Clothing, Maruti 800 Car

**Multiple Choice Single Answer**

**Question**

What is Exclusive Assortment?

**Correct Answer**

Carrying the line of only one manufacturer

**Your Answer**

Carrying many unrelated product lines

**Select The Blank**

**Question**

Product means the ________ and services the company offers the target market.

**Correct Answer**

Goods

**Your Answer**

Value

**Select The Blank**

**Question**

Firm's that lack promotional skills rely on ________ for promotional push.

**Correct Answer**

Middlemen

**Your Answer**

Advertising agents

**Multiple Choice Single Answer**

**Question**

Government units that purchase or rent goods for carrying out main functions of government is called

**Correct Answer**

Government Market

**Your Answer**

Reseller Market

**Select The Blank**

**Question**

Low value but bulky products move through_______ channels.

**Correct Answer**

Short

**Your Answer**

Direct

**True/False**

**Question**

Consumer needs are matched with the company capabilities and goals in marketing process.

**Correct Answer**

True

**Your Answer**

True

**Multiple Choice Multiple Answer**

**Question**

Major role of promotion is to :

**Correct Answer**

Inform, Remind, Persuade

**Your Answer**

Remind, Persuade, Inform
**Multiple Choice Multiple Answer**

Question: Factors affecting demand of a product?
Correct Answer: Population, Increase in buying power
Your Answer: Decrease in buying power, Buyer preferences

**Select The Blank**

Question: ________ can price it's product without any regard to competitor.
Correct Answer: Pure monopolist
Your Answer: Monopolist

**Select The Blank**

Question: ________ are difficult to change
Correct Answer: Attitudes
Your Answer: Habits

**Select The Blank**

Question: ________ exists when a few large independent firm accounts for bulk of an industry's sales.
Correct Answer: Oligopoly
Your Answer: Pure oligopoly

**Multiple Choice Single Answer**

Question: Production creates which type of utility
Correct Answer: Form
Your Answer: Possession

**Select The Blank**

Question: Optimum marketing mix is obtained using analysis, ________, implementation and control.
Correct Answer: Planning
Your Answer: Planning

**Multiple Choice Multiple Answer**

Question: Socio-cultural environment consists of
Correct Answer: Social class, Culture
Your Answer: Social class, Culture

**True/False**

Question: The super structure indicates ways in which company's tasks are integrated or coordinated
Correct Answer: True
Your Answer: True

**Multiple Choice Single Answer**

Question: It sets a sales performance standard against which actual sales results can be compared with potential sales
Correct Answer: Sales forecast
Your Answer: Sales forecast

**Multiple Choice Single Answer**

Question: It is a paid form of non personal communication.
Correct Answer | Advertising
Your Answer | Advertising

**Multiple Choice Multiple Answer**

**Question** | What are the stages in new product development?
--- | ---
**Correct Answer** | Idea screening, Market testing, Commercialisation
**Your Answer** | Idea screening, Market testing, Commercialisation

**Select The Blank**

**Question** | _______ is a descriptive thought that a person holds about something.
--- | ---
**Correct Answer** | Belief
**Your Answer** | Belief

**Match The Following**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product related consumer characteristics</td>
<td>Brand loyalty, Type of usage</td>
<td>Brand loyalty, Type of usage</td>
</tr>
<tr>
<td>Demographic</td>
<td>Age, Sex</td>
<td>Age, Sex</td>
</tr>
<tr>
<td>Psychographic</td>
<td>Social class, Lifestyle</td>
<td>Social class, Buying power</td>
</tr>
<tr>
<td>Geographic variables</td>
<td>City, Region</td>
<td>City, Region</td>
</tr>
</tbody>
</table>

**True/False**

**Question** | A company’s pricing objectives are influenced by time and circumstances.
--- | ---
**Correct Answer** | True
**Your Answer** | True

**Select The Blank**

**Question** | Major reason for success for new product is ________ product.
--- | ---
**Correct Answer** | Superior
**Your Answer** | Superior

**Multiple Choice Single Answer**

**Question** | The company earns an acceptable rate of return on their net sales. This profitability objective is called:
--- | ---
**Correct Answer** | Target return
**Your Answer** | Profit maximisation

**Multiple Choice Single Answer**

**Question** | It helps an organisation to cope with future by setting objectives and making strategies to achieve them.
--- | ---
**Correct Answer** | Planning
**Your Answer** | Planning

**Multiple Choice Multiple Answer**

**Question** | These are the characteristics of services
--- | ---
**Correct Answer** | Sold on basis of benefits, Quality control is tough
**Your Answer** | Sold on basis of benefits, Quality control is tough
### Multiple Choice Single Answer

**Question**
Feedback is fastest in which of the following channels:

- Correct Answer: Personal selling
- Your Answer: Personal selling

### True/False

**Question**
Each product and brand has a status symbol potential

- Correct Answer: True
- Your Answer: True

### Multiple Choice Multiple Answer

**Question**
The areas which become active after promotion budgets have been set and funds are allocated to promotion mix elements.

- Correct Answer: Sales management, Advertising
- Your Answer: Sales management, Advertising

### True/False

**Question**
Diversification strategy involves diversifying away from their original core businesses

- Correct Answer: True
- Your Answer: False

### Multiple Choice Single Answer

**Question**
What is diversification?

- Correct Answer: New product-New market
- Your Answer: New product-New market

### Multiple Choice Multiple Answer

**Question**
After the new product has passed the conceptual stages it becomes more concrete in which stages?

- Correct Answer: Test marketing, Commercialisation, Product development
- Your Answer: Test marketing, Commercialisation, Product development, Marketing strategy development

### Multiple Choice Multiple Answer

**Question**
Total cost concept includes

- Correct Answer: Damaged goods, Inventory obsolescence, Transportation
- Your Answer: Damaged goods, Inventory obsolescence, Transportation

### Multiple Choice Single Answer

**Question**
These are the elements of a plan that specify how objectives are to be achieved

- Correct Answer: Strategies
- Your Answer: Strategies

### Multiple Choice Single Answer

**Question**
Members of this class neither possess family status nor unusual wealth but their primary concern is career

- Correct Answer: Upper-Middle
- Your Answer: Upper-Middle

### Multiple Choice Single Answer
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>It refers to the effect price changes have on quantity demanded of a product and the firm's sales revenue.</td>
<td>Demand elasticity</td>
<td>Demand elasticity</td>
</tr>
<tr>
<td><strong>Select The Blank</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Demographic, cultural, political, natural etc combine to form ________</td>
<td>Macro</td>
<td>Macro</td>
</tr>
<tr>
<td>Correct Answer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Correct Answer</td>
<td>True</td>
<td>True</td>
</tr>
<tr>
<td><strong>True/False</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;The customer is always right&quot; is the spirit of marketing concept.</td>
<td>True</td>
<td>True</td>
</tr>
</tbody>
</table>
Multiple Choice Single Answer
Question D in AIDA stands for :
Correct Answer Desire
Your Answer Demand

Multiple Choice Multiple Answer
Question Senses in our body are
Correct Answer Taste, Touch, See
Your Answer Taste, Touch, See

True/False
Question Shorter production runs are required to produce large number of products in multi-segment strategy
Correct Answer True
Your Answer True

True/False
Question Changes in consumer's buying patterns affects channel's horizontal and vertical dimensions.
Correct Answer True
Your Answer True

Multiple Choice Multiple Answer
Question The areas which become active after promotion budgets have been set and funds are allocated to promotion mix elements.
Correct Answer Sales management, Advertising
Your Answer Pricing, Sales promotion, Sales management, Advertising

True/False
Question "To increase the market share of our product". Is it a well defined objective?
Correct Answer False
Your Answer True

Multiple Choice Single Answer
Question It indicates the degree of differentiation
Correct Answer Structure
Your Answer Status

Multiple Choice Multiple Answer
Question Product characteristics that influence channel selection are
Correct Answer Complexity, Perishability, Weight
Your Answer Complexity, Perishability, Buyer wants for a specific product

Multiple Choice Single Answer
Question It concentrates on organisation design and work flow
Correct Answer Flotilla
Your Answer Systems approach

Multiple Choice Multiple Answer
Question Key concepts of systems view of management includes
Correct Answer Optimisation concept, Total cost concept, Cost trade-off concept
Your Answer Optimisation concept, Total cost concept, Cost trade-off concept, Inventory carrying cost concept
Multiple Choice Multiple Answer
Question Characteristics of Effective segmentation
Correct Answer Actionable, Measurable, Accessible
Your Answer Actionable, Measurable, Reciprocal, Accessible

Multiple Choice Multiple Answer
Question Criteria for choosing distribution channels are:
Correct Answer Market coverage, Control, Costs
Your Answer Market coverage, Control, Costs, Buyer characteristics

Multiple Choice Multiple Answer
Question These are the characteristics of services
Correct Answer Sold on basis of benefits, Quality control is tough
Your Answer Sold on basis of benefits, Mechanised and automated, Quality control is tough

Match The Following
Question Correct Answer Your Answer
Customer is the focal point in Marketing Marketing
Tangible sources Capital, machines, raw material Capital, machines, raw material
Intangible sources Information, time and technology Information, time and technology
Consumer to producer Backward communication Forward communication

Select The Blank
Question _______ concept increases the efficiency of economic system
Correct Answer Marketing
Your Answer Marketing

True/False
Question Product concept testing through physical presentation increase the reliability of test.
Correct Answer True
Your Answer True

True/False
Question The demand for necessities tends to be more price elastic than the demand for luxury products.
Correct Answer False
Your Answer True

Select The Blank
Question Specific _______ emerge from broad strategies
Correct Answer Tactics
Your Answer Plans

Multiple Choice Multiple Answer
Question When is demand price elastic?
Correct Answer Price cut causes revenue to increase, Price rise causes revenue to decrease
Your Answer Price cut causes revenue to increase, Price cut causes revenue to decrease, Price rise causes revenue to decrease, Price rise causes revenue to increase

Match The Following
Question Correct Answer Your Answer
Exclusive Assortment Carrying the line of only one manufacturer Carrying the line of only one manufacturer
Open bid Contract awarded to lowest bidder Contract awarded to lowest bidder
Negotiated Contract Direct negotiation with one or more companies covering project and terms Direct negotiation with one or more companies covering project and terms
Deep Assortment Carrying a product family in depth, drawing on many producer's output Carrying a product family in depth, drawing on many producer's output

**Multiple Choice Single Answer**
Question What is product concept?
Correct Answer Detailed version of idea stated in consumer terms
Your Answer Consumer's perception of an actual product

**Multiple Choice Single Answer**
Question A diet conscious person after playing football is thirsty. He opts for:-
Correct Answer Diet coke
Your Answer Diet coke

**Multiple Choice Multiple Answer**
Question The culture of a company is conveyed through
Correct Answer Rites, Myths, Rituals
Your Answer Rites, Myths, Rituals, Style

**True/False**
Question Marketing and production costs are high in multi-segment strategy
Correct Answer True
Your Answer True

**Select The Blank**
Question The onus of advertising, pricing and sales promotion policies is put on ________ distribution.
Correct Answer Exclusive
Your Answer Exclusive

**Select The Blank**
Question The cost of warehousing, transportation, inventory and handling products together constitutes ________ concept.
Correct Answer Total cost
Your Answer Fixed cost

**Multiple Choice Single Answer**
Question It is his duty to analyse and convert data to information
Correct Answer Researcher
Your Answer Marketing Manager

**Select The Blank**
Question Firm's that lack promotional skills rely on ________ for promotional push.
Correct Answer Middlemen
Your Answer Advertising agents

**Multiple Choice Single Answer**
Question Production creates which type of utility
Correct Answer Form
Your Answer Possession

**True/False**
Question A company's pricing objectives are influenced by time and circumstances
Correct Answer True
Your Answer True
Select The Blank
Question ________ directs the flow of goods and services from the producer to the ultimate consumer
Correct Answer Marketing
Your Answer Marketing

Select The Blank
Question Messages are made of ________
Correct Answer Symbols
Your Answer Words

Select The Blank
Question The research objectives are stated as ________ to be tested
Correct Answer Hypothesis
Your Answer Data

True/False
Question Boston consultance group Matrix focusses on future business.
Correct Answer False
Your Answer True

True/False
Question Storage helps firms balance supply and demand.
Correct Answer True
Your Answer True

Multiple Choice Single Answer
Question This strategic posture takes the current industry structure and its future evolution as given and then react to the opportunities the market offers
Correct Answer Adapters
Your Answer Options

Multiple Choice Multiple Answer
Question Conditions for a Successful Communication are :
Correct Answer Sender transmits message, Receiver receives message
Your Answer Sender transmits message, Receiver receives message, Message has meaning

Multiple Choice Single Answer
Question 4p's of Marketing should be considered in conjunction with
Correct Answer 4C's
Your Answer 4C's

Multiple Choice Single Answer
Question When the quantity bought remains steady regardless of change in price, it is called
Correct Answer Price inelastic
Your Answer Price elastic

Multiple Choice Multiple Answer
Question Marketing channels for consumer products is longer because
Correct Answer Number of consumers are more, Consumers buy smaller quantities, Buying patterns of consumers is easy to detect.
Your Answer Number of consumers are more, Consumers are geographically concentrated, Consumers buy smaller quantities

Multiple Choice Single Answer
Question "How much to order" is also called as
Correct Answer Basic stock
Your Answer Re-order point
**True/False**
Question Firms that lack promotional capabilities rely on middlemen.
Correct Answer True
Your Answer True

**Multiple Choice Single Answer**
Question The greatest amount of satisfaction comes from which utility
Correct Answer Possession
Your Answer Possession

**Multiple Choice Multiple Answer**
Question What are psychogenetic needs
Correct Answer Belonging, Recognition
Your Answer Belonging, Recognition

**Select The Blank**
Question ________ provides more information than Advertising and is relatively inexpensive.
Correct Answer Publicity
Your Answer Public relations

**Select The Blank**
Question ________ is seen as an integral process that converts materials into goods
Correct Answer Systems
Your Answer Statistical quality control

**Select The Blank**
Question ________ measures actual sales and not intentions to buy
Correct Answer Market tests
Your Answer Correlation method
Select The Blank
Question  Toffees and chocolates, magazines etc are examples of ________ products
Correct Answer  Impulse
Your Answer  Impulse

Select The Blank
Question  In production era, demand is ________ than supply
Correct Answer  Greater
Your Answer  Greater

Select The Blank
Question  The factor of satisfaction and ________ motives are consistent in society
Correct Answer  Profit
Your Answer  Exchange

Select The Blank
Question  Optimum marketing mix is obtained using analysis, _______, implementation and control.
Correct Answer  Planning
Your Answer  Planning

True/False
Question  Marketing concept provides a balance to the exchange process within the social system
Correct Answer  True
Your Answer  True

Select The Blank
Question  Competition tends to focus on ________ as a product moves through its life cycle.
Correct Answer  Price
Your Answer  Quality

Multiple Choice Single Answer
Question  In which phase of production era, the producer and consumer are the same?
Correct Answer  Subsistence
Your Answer  Early production for marketing

Select The Blank
Question  Customers are brand, style and type conscious when buying ________ products.
Correct Answer  Special
Your Answer  Special

Multiple Choice Single Answer
Question  Major components of marketing mix are:
Correct Answer  Product
Your Answer  Product

Multiple Choice Single Answer
Question  Here the organisation acquires the operations of one or more other organisations on the same level.
Correct Answer  Horizontal integration
Your Answer  Vertical integration

Select The Blank
Question  Product means the ________ and services the company offers the target market.
Correct Answer  Goods
Your Answer Quality

**True/False**
Question  Consumer needs are matched with the company capabilities and goals in marketing process.
Correct Answer  True
Your Answer  True

**Multiple Choice Multiple Answer**
Question  Aspects of political environment are:
Correct Answer  Form of government adopted, Media and pressure groups, Government stability
Your Answer  Form of government adopted, Government stability

**Multiple Choice Single Answer**
Question  The tool used for decision making in 'A range of futures' scenario is
Correct Answer  Technology forecasting
Your Answer  Technology forecasting

**Select The Blank**
Question  distribution is used when a small percentage of customers account for a large part of sale.
Correct Answer  Selective
Your Answer  Selective

**True/False**
Question  Augmented product includes the actual product plus any additional services such as maintenance, installation etc.
Correct Answer  True
Your Answer  True

**Multiple Choice Single Answer**
Question  This distribution limits intermediaries to one per given territory.
Correct Answer  Exclusive
Your Answer  Exclusive

**Select The Blank**
Question  is some characteristic of people in the market that helps in dividing it.
Correct Answer  Factor
Your Answer  Age

**Select The Blank**
Question  can price it's product without any regard to competitor.
Correct Answer  Pure monopolist
Your Answer  Monopolist

**Select The Blank**
Question  Product, price, place and promotion are the 4p's of  mix
Correct Answer  Marketing
Your Answer  Marketing

**Multiple Choice Single Answer**
Question  Who provides time and place utility?
Correct Answer  Intermediary
Your Answer  Supplier

**Multiple Choice Single Answer**
Question  It is an approach to cost reduction in which components are studied to determine if they can be made by cheaper methods of production
Multiple Choice Multiple Answer
Question: Market segmentation can be done on the basis of following factors
Correct Answer: Psychographic, Demographic, Geographic
Your Answer: Psychographic, Demographic, Geographic

True/False
Question: Group influence is weak both in product and brand choice in Decline stage of Product life cycle
Correct Answer: True
Your Answer: True

Multiple Choice Multiple Answer
Question: How does 'structure' reduce internal uncertainty arising out of human behaviour
Correct Answer: Control mechanism, Departmentalisation
Your Answer: Forecasting, Departmentalisation, Specialisation

Multiple Choice Single Answer
Question: The input to 'Stimulus Response Model' is
Correct Answer: Stimuli
Your Answer: Price

Multiple Choice Multiple Answer
Question: Features of Question Marks?
Correct Answer: High growth, Low share SBUs
Your Answer: Low growth, Low share SBUs

Multiple Choice Multiple Answer
Question: Income, occupation, education, age, marital status are factors of which type of segmentation?
Correct Answer: Geographic, Demographic
Your Answer: Demographic, Behavioural

Multiple Choice Single Answer
Question: New product forms and brands enter in which stage of product life cycle?
Correct Answer: Growth
Your Answer: Decline

Multiple Choice Single Answer
Question: "When to order" is called
Correct Answer: Re-order point
Your Answer: Re-order point

True/False
Question: Market segmentation is the decision to identify different groups that compose the market and to develop specific product for each of these groups.
Correct Answer: False
Your Answer: True

Multiple Choice Single Answer
Question: It is the relative difficulty in understanding or using the product
Correct Answer: Complexity
Your Answer: Compatability

Multiple Choice Multiple Answer
Question: Drawbacks of Survey of Buyer's intention method are
Correct Answer: Exposure, Not accurate, Time consuming
True/False
Question: Distribution costs are low when intermediaries are used in the channel.
Correct Answer: True
Your Answer: True

Multiple Choice Single Answer
Question: It identifies opportunities for and threats to the organisation
Correct Answer: Environmental assessment
Your Answer: Opportunities assessment

True/False
Question: A drive is a need that sufficiently presses a person to act
Correct Answer: True
Your Answer: True

Multiple Choice Multiple Answer
Question: Characteristics of mass market strategy are:
Correct Answer: One market mix for target market, One distribution and promotion strategy
Your Answer: One market mix for target market, Number of pricing strategies, One distribution and promotion strategy, Inventory and distribution costs are high

Match The Following
Question Correct Answer Your Answer
Feedback Communication from receiver to sender A means by which source communicates the message
Encoding Putting meaning to symbols conveyed as messages Communication from receiver to sender
Decoding Interpreting the message by receiver Interpreting the message by receiver
Noise It interferes with communication process It interferes with communication process

Multiple Choice Multiple Answer
Question: Concept of marketing includes study of
Correct Answer: Transaction, Transfer, Exchange
Your Answer: Transaction, Reciprocation, Exchange

True/False
Question: Warehouses are needed when supply sources and markets are located close by.
Correct Answer: False
Your Answer: False

True/False
Question: The key to successful new product introduction lies in a systems approach.
Correct Answer: True
Your Answer: True

Match The Following
Question Correct Answer Your Answer
Biogenetic needs Hunger, Thirst Hunger, Thirst
Actual self concept How person views himself Stimulus
Others self concept How the person thinks others see him How the person thinks others see him
Personality Deference, Autonomy Esteem, Recognition

True/False
Question: Companies apply a variety of price adjustment strategies to account for differences in customer segments and situations.
Correct Answer: True
Multiple Choice Single Answer
Question Advantage of multi-variate segmentation is:
Correct Answer More information about available people
Your Answer Sales potential increases

Multiple Choice Multiple Answer
Question Types of strategic business units are:
Correct Answer Stars, Cash cows, Question marks
Your Answer Stars, Cash cows, Question marks

Multiple Choice Multiple Answer
Question Commercial sources have following sources
Correct Answer Advertising, Packaging, Sales persons
Your Answer Advertising, Mass media, Sales persons

Multiple Choice Multiple Answer
Question Learning consists of
Correct Answer Cues, Drives, Response
Your Answer Cues, Drives, Response
### Select The Blank

**Question**
In ________ pricing buyers pay different prices under the same conditions, in the same quantities and at the same time.

**Correct Answer**
Variable

**Your Answer**
Variable

### Multiple Choice Multiple Answer

**Question**
The culture of a company is conveyed through.

**Correct Answer**
Rites, Myths, Rituals

**Your Answer**
Rites, Myths, Rituals

### Select The Blank

**Question**
_______ occurs when people inspite of being qualified and experienced and trained have to settle for a low level job.

**Correct Answer**
Underemployment

**Your Answer**
Underemployment

### Multiple Choice Multiple Answer

**Question**
When is demand inelastic?

**Correct Answer**
Price cut causes revenue to decrease, Price rise causes revenue to increase

**Your Answer**
Price cut causes revenue to decrease, Price rise causes revenue to increase, Price remains steady

### Select The Blank

**Question**
Toffees and chocolates, magazines etc are examples of ________ products.

**Correct Answer**
Impulse

**Your Answer**
Impulse

### Multiple Choice Single Answer

**Question**
Who provides time and place utility?

**Correct Answer**
Intermediary

**Your Answer**
Intermediary

### True/False

**Question**
Demand for industrial goods fluctuate more than consumer demand

**Correct Answer**
True

**Your Answer**
False

### Multiple Choice Single Answer

**Question**
It is is the data which has been converted to a useful form for decision making

**Correct Answer**
Information

**Your Answer**
Information
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The frequency at which a product is used is called?</td>
<td>Usage rate</td>
</tr>
<tr>
<td>Concept of marketing includes study of</td>
<td>Transaction, Transfer, Exchange</td>
</tr>
<tr>
<td>Shorter distribution channel results in</td>
<td>Reduced costs, Limited market coverage</td>
</tr>
<tr>
<td>The greatest amount of satisfaction comes from which utility?</td>
<td>Possession</td>
</tr>
<tr>
<td>__________ is a modern plant consisting of modules centered around a stage in the production process</td>
<td>Flotilla concept</td>
</tr>
<tr>
<td>Consumerism emerged in which era of Marketing?</td>
<td>Sales</td>
</tr>
<tr>
<td>What is Market development?</td>
<td>Existing product-New market</td>
</tr>
<tr>
<td>It identifies opportunities for and threats to the organisation</td>
<td>Environmental assessment</td>
</tr>
<tr>
<td>In which phase of production era, the producer and consumer are the same</td>
<td>Subsistence</td>
</tr>
</tbody>
</table>
True/False
Question: The cultural environment shows long term trends towards a hedonistic society.
Correct Answer: True
Your Answer: True

Match The Following
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer is the focal point in</td>
<td>Marketing</td>
<td>Marketing</td>
</tr>
<tr>
<td>Tangible sources</td>
<td>Capital, machines, raw material</td>
<td>Capital, machines, raw material</td>
</tr>
<tr>
<td>Intangible sources</td>
<td>Information, time and technology</td>
<td>Information, time and technology</td>
</tr>
<tr>
<td>Consumer to producer</td>
<td>Backward communication</td>
<td>Backward communication</td>
</tr>
</tbody>
</table>

Select The Blank
Question: ________ is seen as an integral process that converts materials into goods
Correct Answer: Systems
Your Answer: Systems

Multiple Choice Multiple Answer
Question: What are the stages in new product development?
Correct Answer: Idea screening, Market testing, Commercialisation
Your Answer: Idea screening, Market testing, Commercialisation

Multiple Choice Single Answer
Question: Marketer tries to seek what kind of response from the other party?
Correct Answer: Behavioural
Your Answer: Behavioural

Select The Blank
Question: ________ cost accounting measures the cost of producing and ignores the cost of non-producing
Correct Answer: Traditional
Your Answer: Traditional

Multiple Choice Single Answer
Question: Production creates which type of utility?
Correct Answer: Form
Your Answer: Form

Multiple Choice Single Answer
Question: Marketing arises from?

- 3 - MM assgn :9: Parmeet
**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>After the new product has passed the conceptual stages it becomes more concrete in which stages?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Test marketing, Commercialisation, Product development</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Test marketing, Commercialisation, Product development</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Major components of marketing mix are:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Product</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Product</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>More ________ is involved in sales to industrial buyers than consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Money</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Money</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>In which stage of Product life cycle, brand choice is heavily influenced by reference group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Maturity</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Maturity</td>
</tr>
</tbody>
</table>

**True/False**

<table>
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<tr>
<th>Question</th>
<th>Companies apply a variety of price adjustment strategies to account for differences in customer segments and situations.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Consumer behaviour is easy to understand in familiar country like India for Indians.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>________ of physical distribution activities increases it's productivity as well as of manufacturer.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Automation</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Optimisation</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Economic forecasts are available from industry trade associations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>
### Multiple Choice Multiple Answer

**Question**
A transaction takes place when

**Correct Answer**
There is time and place of agreement, Two things of value, Agreed upon conditions

**Your Answer**
There is time and place of agreement, Two things of value, Agreed upon conditions

### Multiple Choice Single Answer

**Question**
These groups tend to informal behaviour and there is continuous interaction among people

**Correct Answer**
Primary

**Your Answer**
Membership

### True/False

**Question**
Consumer needs are matched with the company capabilities and goals in marketing process.

**Correct Answer**
True

**Your Answer**
True

### Multiple Choice Multiple Answer

**Question**
Characteristics of mass market strategy are:

**Correct Answer**
One market mix for target market, One distribution and promotion strategy

**Your Answer**
One market mix for target market, One distribution and promotion strategy

### Multiple Choice Single Answer

**Question**
Producer--->Wholesaler--->Retailer--->Consumer is a common channel for:

**Correct Answer**
Chocolates

**Your Answer**
Chocolates

### Select The Blank

**Question**
Competition tends to focus on ________ as a product moves through its life cycle.

**Correct Answer**
Price

**Your Answer**
Price

### Multiple Choice Multiple Answer

**Question**
How does 'structure' reduce internal uncertainty arising out of human behaviour

**Correct Answer**
Control mechanism, Departmentalisation

**Your Answer**
Departmentalisation, Specialisation

### True/False

**Question**
Product variety marketing presents different choices to set the companys' product apart from competitors.

**Correct Answer**
True

**Your Answer**
True

### Match The Following
<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demand elasticity</td>
<td>Effect on price due to change in quantity demanded and revenue</td>
<td>Price cut causes revenue to increase</td>
</tr>
<tr>
<td>Law of demand</td>
<td>More units are demanded at lower price</td>
<td>More units are demanded at lower price</td>
</tr>
<tr>
<td>Change in demand</td>
<td>More or less units are bought despite no change in price</td>
<td>More or less units are bought despite no change in price</td>
</tr>
<tr>
<td>Change in quantity demanded</td>
<td>Increase in quantity demanded due to reduction in price</td>
<td>Increase in quantity demanded due to reduction in price</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctor's services in an emergency are called which type of products?</td>
<td>Unsought</td>
<td>Unsought</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A speciality product is ________ intensively distributed than a shopping product</td>
<td>Less</td>
<td>Less</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Electric Matrix is divided into how many cells</td>
<td>9</td>
<td>9</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>This involves developing two or more market strategies for two or more market segments</td>
<td>Multi-segmentation</td>
<td>Multi-segmentation</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A diet conscious person after playing football is thirsty. He opts for</td>
<td>Diet coke</td>
<td>Diet coke</td>
</tr>
<tr>
<td>Multiple Choice Single Answer</td>
<td>Question</td>
<td>Government units that purchase or rent goods for carrying out main functions of government is called</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>----------</td>
<td>------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Correct Answer</td>
<td>Government Market</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>Government Market</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Single Answer</th>
<th>Question</th>
<th>Feedback is fastest in which of the following channels:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Personal selling</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>Personal selling</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Multiple Answer</th>
<th>Question</th>
<th>For exchange to take place, which conditions must be satisfied ?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Atleast two parties, Each party is capable of communication and delivery, Each party has something that might be of value to the other party</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>Atleast two parties, Each party is capable of communication and delivery, Each party has something that might be of value to the other party</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>True/False</th>
<th>Question</th>
<th>Pricing strategies change over the life cycle of the product</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Select The Blank</th>
<th>Question</th>
<th>_________ is a delivery of standard of living to society</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Marketing</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>Marketing</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Multiple Answer</th>
<th>Question</th>
<th>Types of psychological pricing are</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Prestige, Leader</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>Prestige, Odd, Leader</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Multiple Answer</th>
<th>Question</th>
<th>Factors affecting demand of a product?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Population, Increase in buying power</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>Population, Increase in buying power</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Choice Single Answer</th>
<th>Question</th>
<th>This distribution is necessary for most shopping and speciality goods.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Selective</td>
<td></td>
</tr>
<tr>
<td>Your Answer</td>
<td>Selective</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>True/False</th>
<th>Question</th>
<th>Gross margin is operating expenses + net profit.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
<td></td>
</tr>
</tbody>
</table>

- 1 - MM assgn :10: Parmeet
Correct Answer | True  
---|---
Your Answer | False  

**True/False**  
**Question** | After sales service is provided in a customer oriented firm  
**Correct Answer** | True  
**Your Answer** | True  

**Multiple Choice Single Answer**  
**Question** | Advantage of multi-variate segmentation is :  
**Correct Answer** | More information about available people  
**Your Answer** | Sales potential increases  

**Select The Blank**  
**Question** | ________is a strong internal stimulus impelling action  
**Correct Answer** | Drive  
**Your Answer** | Drive  

**Multiple Choice Multiple Answer**  
**Question** | Money is invested by way of  
**Correct Answer** | Debt, Equity  
**Your Answer** | Debt, Equity  

**Select The Blank**  
**Question** | In production era, demand is ________ than supply  
**Correct Answer** | Greater  
**Your Answer** | Greater  

**Multiple Choice Single Answer**  
**Question** | "Law of demand" is  
**Correct Answer** | More units of product are demanded at lower price  
**Your Answer** | More units of product are demanded at lower price  

**True/False**  
**Question** | The demand for a specific brand within a product category is called selective demand.  
**Correct Answer** | True  
**Your Answer** | True  

**Select The Blank**  
**Question** | The factor of satisfaction and ________ motives are consistent in society  
**Correct Answer** | Profit  
**Your Answer** | Profit  

**Multiple Choice Multiple Answer**
<table>
<thead>
<tr>
<th>Question</th>
<th>Categories of adopters are</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Innovators, Early adopters, Laggards</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Innovators, Early adopters, Laggards</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>What involves review of projected sales, costs and profits.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Business analysis</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Business analysis</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Marketing concept has application only in profit oriented businesses.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>A business is a system consisting of following elements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Input and output, Objectives, Process and feedback</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Objectives, Process and feedback</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Marketing concept provides a balance to the exchange process within the social system</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>Japan's major productivity gains are the results of social changes brought about by ________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Statistical quality control</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Statistical quality control</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>________ eliminates the risk of losing customer's goodwill</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>One price policy</td>
</tr>
<tr>
<td>Your Answer</td>
<td>One price policy</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Rise and fall of interest rates has a major effect on consumer's decision to buy products on credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>True</td>
</tr>
<tr>
<td>Your Answer</td>
<td>True</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>________ directs the flow of goods and services from the producer to the ultimate consumer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Marketing</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Marketing</td>
</tr>
<tr>
<td>Question</td>
<td>Correct Answer</td>
</tr>
<tr>
<td>----------</td>
<td>----------------</td>
</tr>
<tr>
<td>True/False</td>
<td>Marketing involves a backward communication from consumer to producer</td>
</tr>
<tr>
<td>Select The Blank</td>
<td>_______ concept increases the efficiency of economic system</td>
</tr>
<tr>
<td>Multiple Choice Multiple Answer</td>
<td>For a low involvement regular purchase product, consumer goes through what all stages of buying process</td>
</tr>
<tr>
<td>Match The Following</td>
<td>Strategic organisational planning</td>
</tr>
<tr>
<td></td>
<td>Objectives</td>
</tr>
<tr>
<td></td>
<td>Strategies</td>
</tr>
<tr>
<td></td>
<td>Policies</td>
</tr>
<tr>
<td>True/False</td>
<td>Marketing channels move products from customers to manufacturer.</td>
</tr>
<tr>
<td>Multiple Choice Multiple Answer</td>
<td>The participants in a communication process are:</td>
</tr>
<tr>
<td>True/False</td>
<td>Augmented product includes the actual product plus any additional services such as maintenance, installation etc.</td>
</tr>
<tr>
<td>Select The Blank</td>
<td>The benefits of a change in process are defined in terms of ________</td>
</tr>
</tbody>
</table>
### Correct Answer
- Labour

### Your Answer
- Fixed

### Multiple Choice Multiple Answer

**Question**: Aspects of political environment are:

- Form of government adopted, Media and pressure groups, Government stability

### Select The Blank

**Question**: There are more number of substitutes for ________ products.

- Multi use

### Match The Following

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive Assortment</td>
<td>Carrying the line of only one manufacturer</td>
<td>Carrying the line of only one manufacturer</td>
</tr>
<tr>
<td>Open bid</td>
<td>Contract awarded to lowest bidder</td>
<td>Contract awarded to lowest bidder</td>
</tr>
<tr>
<td>Negotiated Contract</td>
<td>Direct negotiation with one or more companies covering project and terms</td>
<td>Direct negotiation with one or more companies covering project and terms</td>
</tr>
<tr>
<td>Deep Assortment</td>
<td>Carrying a product family in depth, drawing on many producer's output</td>
<td>Carrying a product family in depth, drawing on many producer's output</td>
</tr>
</tbody>
</table>

### Select The Blank

**Question**: ________ leads to market fragmentation.

- Competition

### Multiple Choice Multiple Answer

**Question**: Forecasting methods for existing products are

- Simple trend analysis, Time series analysis, Correlation method

### Select The Blank

**Question**: ________ are difficult to change

- Attitudes

### Multiple Choice Multiple Answer

**Question**: These products move through short channels:

- Eggs, Bread, Clothing, Cement
**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The traditional approach towards uncertainty is</td>
<td>Binary</td>
<td>Binary</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>This approach estimates sales potential of a territory by estimating the number of units of a product category that a buyer buys from all suppliers multiplied by the number of potential buyers in that territory</td>
<td>Buildup approach</td>
<td>Buildup approach</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>These are moves that will pay off irrespective of what happens in the future</td>
<td>No-regret moves</td>
<td>No-regret moves</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>It concentrates on organisation design and work flow</td>
<td>Flotilla</td>
<td>Flotilla</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mission statements for marketing oriented organisation are framed in terms of:</td>
<td>Customer want satisfaction</td>
<td>Customer want satisfaction</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Correct Answer</th>
<th>Your Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Types of Organisational Market</td>
<td>Reseller market , Industrial market , Government market</td>
<td>Reseller market , Industrial market , Government market</td>
</tr>
</tbody>
</table>
**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Total cost concept includes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Damaged goods, Inventory obsolescence, Transportation</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Damaged goods, Inventory obsolescence, Transportation</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>&quot;How much to order&quot; is also called as</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Basic stock</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Basic stock</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Which is the shortest marketing channel for an industrial product?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Producer---&gt;Industrial user</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Producer---&gt;Industrial user</td>
</tr>
</tbody>
</table>

**Select The Blank**

<table>
<thead>
<tr>
<th>Question</th>
<th>________ measures actual sales and not intentions to buy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Market tests</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Market tests</td>
</tr>
</tbody>
</table>

**Multiple Choice Single Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Product should be considered from the point of view of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Customer</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Customer</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>Services can be stored in inventory.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>

**Multiple Choice Multiple Answer**

<table>
<thead>
<tr>
<th>Question</th>
<th>Adoption rate will be higher and faster if the product has</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>Lower price, Greater utility, Compatibility with society</td>
</tr>
<tr>
<td>Your Answer</td>
<td>Lower price, Greater utility, Compatibility with society</td>
</tr>
</tbody>
</table>

**True/False**

<table>
<thead>
<tr>
<th>Question</th>
<th>&quot;Promotion&quot; is considered in conjunction with &quot;Convenience&quot;.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct Answer</td>
<td>False</td>
</tr>
<tr>
<td>Your Answer</td>
<td>False</td>
</tr>
</tbody>
</table>

**Match The Following**