

QUESTION BANK

APPLIED THEORY OF MARKETS

Elective course of BA Economics

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SCHOOL OF DISTANCE EDUCATION

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1. In which stage of product life cycle , losses are incurred because of heavy development and promotional cost.
(a) growth stage (b) maturity stage
(c) introduction stage (d) decline stage
2. What will the companies do in the decline stage of product life cycle?
(a) increase the price (b) product line depth will be reduced
(c) promotional expenditure will be reduced
(d) all of these
3. Which type of advertisement is used at the time of introducing a new product?
(a) competitive advertising (b) reminder advertising
(c) pioneer advertising (d) advocacy advertising
4. Consumers will travel long distances to locate their favorite brand or outlet. Which type of product is this?
(a) consumer goods (b) specialty goods
(c) shopping goods (d) convenient goods
5. Which type of product Consumers will buy regularly without much planning ?
(a) consumer goods (b) specialty goods
(c) shopping goods (d) convenient goods
6. What Affects and shapes customer perceptions about the company's product?
(a) price (b) packaging
(c) branding (d) both a and b.
7. Brand superiority leads to :
(a) high sales (b) the ability charge price premiums
(c) power to resist distribution power (d) all of these
8. Choose the term used to indicate “ a group of product items or brands that are closely related in terms of their functions and benefits they provide”?
(a) product item (b) product line
(c) product mix (d) none of these.
9. What is meant by the depth of the product line?
(a) the number of product lines in the product mix

(b) the number of product mix
(c) the number of product items or brands a company offers
(d) all of these

10. What is the term used to indicate “the number of product lines that a company offers”?
- (a) depth of product line
 - (b) width of product mix
 - (c) product items
 - (d) product mix
11. Companies adding lower priced products to a product line to add sales to the line and attract a broader market. What kind of product mix modification is this?
- (a) line extension
 - (b) mix extension
 - (c) trading up
 - (d) trading down
12. A customer makes the choice of purchasing one brand from among a set of alternatives consistently over a period of time: choose the correct term.
- (a) brand equity
 - (b) brand image
 - (c) brand loyalty
 - (d) brand association
13. The use of an established brand name in new product categories, what is it?
- (a) brand extension
 - (b) line extension
 - (c) brand association
 - (d) none of these
14. What is global branding?
- (a) Achievement of brand penetration world-wide
 - (b) brand penetration domestically
 - (c) both a & b
 - (d) none
15. What is Full cost pricing?
- (a) total of variable cost and fixed cost
 - (b) total cost plus desired profit margin
 - (c) variable cost plus desired profit margin
 - (d) desired profit plus direct Variable cost and direct fixed cost
16. All companies charge the same price and smaller players follow the price set by the market players. Which is this method?
- (a) direct pricing
 - (b) cost plus pricing
 - (c) going rate pricing
 - (d) penetration pricing.
17. Which one is the Pricing strategy of a new product?
- (a) penetration pricing
 - (b) skimming pricing
 - (c) competitive bidding
 - (d) both a & b
18. What refers to the setting of a high price when a product is first introduced?
- (a) penetration pricing
 - (b) skimming pricing
 - (c) prestige pricing
 - (d) value pricing
19. Which among is a suitable pricing strategy of Charging different prices to different customer groups?

- (a) price discrimination (b) price differentiation
- (c) transfer pricing (d) penetration pricing

20. Charging very low price at the introductory stage of a new product and raising prices gradually.

- (a) skimming pricing (b) penetration pricing
- (c) cost plus pricing (d) competitor pricing

21. Which of the following is advertising on the shelf, a means of attractive display in the retailers shop?

- (a) window display (b) package
- (c) labels (d) none of these

22. Entire product marketing programme is tried out for the first time in a small number of well selected markets like small cities or small areas. What is it called ?

- (a) pilot study (b) test marketing
- (c) commercialization (d) both a & b

23. What happens when a firm introduces new product to a market in which it is established?

- (a) market development (b) diversification
- (c) market segmentation (d) both a & b

24. What/ who is the Shelf sales man for the retailer?

- (a) sales man (b) labels
- (c) packages (d) price

25. When a product has long life cycle , it has mass market, entry of rivals in to market is easy and demand is elastic. Which pricing policy can be adopted?

- (a) skimming pricing (b) penetration pricing
- (c) cost plus pricing (d) going rate pricing.

26. Which pricing strategy is used by Bata Shoe Company?

- (a) going rate pricing (b) cost plus pricing
- (c) premium pricing (d) psychological pricing

27. What is Mark- up pricing?

- (a) cost plus pricing (b) customary pricing
- (c) skimming pricing (d) psychological pricing

28. Each product has a special and unique brand name .which type of brand is this?

- (a) individual brand name (b) family brand name
- (c) umbrella brand (d) none of these

29. Which type of brand name is “Amul” ?
 (a) umbrella brand name (b) individual brand name
 (c) family brand name (d) combination device
30. What is Odd pricing?
 (a) mark up pricing (b) psychological pricing
 (c) customary pricing (d) going rate pricing
31. What all are the factors affecting pricing decision ?
 (a) cost of production (b) demand of the product
 (c) competition (d) all of these
32. Which is competition oriented pricing method?
 (a) cost plus pricing (b) target pricing
 (c) customary prices (d) marginal cost pricing
33. what method of pricing is popular in construction activities , where the contract is awarded who quoted the highest price?
 (a) sealed bid price (b) customary prices
 (c) target pricing (d) none of these
34. The price charged when the products are transferred between one or more interdependent departments, what is it called?
 (a) dual pricing (b) transfer pricing
 (c) administered pricing (d) all of these
35. Which is the reason for skimming price?
 (a) inelastic demand (b) diversion of market
 (c) safer price policy (d) all of these
36. Production may be defined as an act of:
 (a) creating utility (b) earning profit
 (c) destroying unit (d) providing services
37. Which is the condition for market penetration?
 (a) high price elasticity of demand in the short run (b) savings in production cost
 (c) threat of potential competition (d) all of these
38. Which is the determinant of the pricing policy of a firm?
 (a) channel of distribution (b) life of product
 (c) consumer association (d) all of these

39. The term product concept was first used by
(a) Theodore levitt (b) Peter Drucker
(c) E J mcClarthy (d) none .
40. A brand created and owned by the producer of a product or service is called:
(a) private brand (b) manufacture's brand
(c) store brand (d) licensed brand .
41. Which of the following is not a sales promotion tool?
(a) advertisement (b) discount
(c) dealer contest (d) consumer contest .
42. The type of advertisement used when product enters in to growth stage of product life cycle is known as
(a) reminder advertising (b) primary advertising
(c) selective advertising (d) none of these.
43. Who has introduced the concept of market segmentation?
(a) Rosser reeves (b) N H Borden
(c) Wendell R smith (d) none of these.
44. Which of the following is not the part of demographic segmentation?
(a) age (b) interest and activity
(c) income (d) education
45. Dividing buyers in to groups based on their knowledge attitude ,uses or response to a product is called:
(a) geographic segmentation (b) psychographic segmentation
(c) demographic segmentation (d) behavioral segmentation.
46. What is Marketing channel ?
(a) distribution channel (b) supply chain
(c) transportation (d) none
47. What is involved in Distribution mix?
(a) warehousing (b) inventory
(c) transportation (d) all of these
48. Which utilities are created by the Marketing channels?
(a) time (b) place
(c) possession (d) all of these
49. What links producers to other middleman or to ultimate consumers through contractual arrangement or through purchase and reselling of products?
(a) marketing channel (b) market intermediaries
(c) both a & b (d) none of these

50. SCM stands for?
 (a) supply chain management (b) supplier chain management
 (c) supplier chain managing (d) supply cost management
51. Name the type of channel of distribution Using two or more channels to distribute the same product to the same target market?
 (a) single distribution (b) multiple distribution
 (c) dual distribution channel (d) all of these
52. What is Intensive distribution?
 (a) use all products for distribution
 (b) use all available outlet to distribute a product
 (c) Using some available outlets to distribute a product
 (d) none of these
53. Name the type of distribution of Using some available outlets to distribute a product ?
 (a) intensive distribution (b) selective distribution
 (c) exclusive distribution (d) all of these
54. Using a single outlet in a fairly large geographical area to distribute a product, what is it called? (a) dual distribution (b) multiple distribution
 (c) exclusive distribution (d) selective distribution
55. What is Channel level ?
 (a) length of channel
 (b) number of intermediaries between the producers and customer
 (c) both a&b
 (d) channel co operation
56. What Is direct marketing channel?
 (a) zero level channel (b) one level channel
 (c) two level channel (d) three level channel
57. How many number of intermediaries have Bata shoe manufacturing company?
 (a) one (b) two
 (c) four (d) no channel
58. What is Mass distribution?
 (a) whole distribution (b) exclusive distribution
 (c) intensive distribution (d) selective distribution

59. Which of the following is a determinant of channel selection ?
(a) nature of product (b) price of the product
(c) quantity of the product (d) quality of the product
60. Who is the Middle man in distribution channel ?
(a) merchant middle man (b) agent middleman
(c) facilitator (d) all of these
61. Wholesalers and retailers are: ?
(a) facilitators (b) agents
(c) merchant middleman (d) industrial buyers
62. Who is the first intermediary in the channel of distribution?
(a) agents (b) retailers
(c) wholesalers (d) producer
63. What is Retail ?
(a) sale in small quantities
(b) purchase large quantity from producers
(c) collecting and assembling of variety of goods from different wholesalers
(d) both a&b
64. An ultimate consumer has direct contact with whom?
(a) producer (b) retailer
(c) wholesaler (d) agents
65. Which is The best channel of distribution for Vacuum cleaner?
(a) Direct marketing (b) Mail order Business
(c) Self service (d) none of these
66. The set of marketing intermediaries through which the goods flow from the producer to consumer, choose the correct name.
(a) Channel of distribution (b) Direct marketing
(c) Intensive distribution (d) None of these
67. The word channel is derived from the French word:
(a) Cann (b) Chaan
(c) Canal (d) None of these
68. In a small market , which is better?
(a) Three level channel (b) Two level channel
(c) Direct marketing (d) All of these

69. What is the term of “ those who obtain title to goods with a view to selling them at profit”?
- (a) Merchant middlemen
 - (b) Agent middle men
 - (c) Facilitators
 - (d) All of these
70. Which of the following is not a non storeretailing ?
- (a) Kiosk marketing
 - (b) retail chains
 - (c)direct marketing
 - (d) tele marketing
71. A channel is one in which two or companies join together to exploit a marketing opportunity either by themselves or by creating an independent unit, which type of channel
- (a) Horizontal channel
 - (b) Vertical channe
 - (c) crosschannel
 - (d) None of these
72. which type of retailers open their shops on fixed days or dates in a specified area?
- (a) Hawkers
 - (b) Kiosks
 - (c) Market traders
 - (d) None of these
73. Itinerant retailers have :
- (a) fixed shop/ place of business
 - (b) no fixed shop for business
 - (c)not directly meeting the customer
 - (d) none
74. Who is an E-tailer ?
- (a) e-commerce firms
 - (b) sale on the internet
 - (c)internet retailers
 - (d) all of these
75. Amazone.com is an example of ?
- (a) telemarketing
 - (b) direct marketing
 - (c) e-marketing
 - (d) fixed shop retailers
76. What is term of creating an image about a product or brand in the consumers mind ?
- (a) Positioning
 - (b) Target marketing
 - (c)market segmentation
 - (d) Product differentiation
77. Anything that has the ability to satisfy a consumer need, what is it?
- (a) Price
 - (b) Package
 - (c) Product
 - (d) Promotion
78. Which utility creates Transport system ?
- (a) Place utility
 - (b) Time utility
 - (c) cutomer utility
 - (d) All of these

79. New product development stage involves :
- (a) idea generation
 - (b) niche marketing
 - (c) styling
 - (d) product positioning
80. Who is called The dominant member of a marketing channel or supply chain ?
- (a) channel power
 - (b) channel captain
 - (c) channel manager
 - (d) all of these
81. What is it called, the use of telephone and non personal media to introduce products to consumers, who then can purchase them via mail , telephone or the internet?
- (a) direct selling
 - (b) direct marketing
 - (c) catalog marketing
 - (d) automatic vending
82. Which type of communication that build and maintain favorable relationship by informing and persuading to one or more audience to accept their product?
- (a) horizontal communication
 - (b) diagonal communication
 - (c) promotion
 - (d) vertical communication
83. What is the purpose of promotion ?
- (a) create awareness
 - (b) stimulate demand
 - (c) reduce sales fluctuations
 - (d) all of these
84. What all are the elements included in promotion mix ?
- (a) advertising
 - (b) personal selling
 - (c) public relations
 - (d) all of these
85. Sales promotion is an element of :
- (a) product mix
 - (b) price mix
 - (c) promotion mix
 - (d) none of these
86. Which kind of Communication is Advertisement?
- (a) paid
 - (b) non personal
 - (c) direct communication
 - (d) both a & b
87. Which of the following is a paid personal communication ?
- (a) advertisement
 - (b) personal selling
 - (c) sales promotion
 - (d) telephone communication
88. It is an activity or material , or both , that act as a direct inducement to resellers , sales people and consumers. What is it?
- (a) sales promotion
 - (b) personal selling
 - (c) advertisement
 - (d) personal relation

89. Rebate, discounts, window display , samples etc.. are: ?
(a) sales promotion technique (b) advertising technique
(c) sales management technique (d) distribution technique
90. What does it called communication through mass media?
(a) personal selling (b) online marketing
(c) advertising (d) none of these
91. Choose the name of group of people at whom advertisements are aimed?
(a) target audience (b) customers
(c) competitors (d) industries
92. It is a broad set of communication efforts used to create and maintain favorable relationship between an organization and its stakeholders .
(a) public relation (b) vertical communication
(c) industrial relation (d) all of these
93. Choose the alternative name of Multi-level marketing (MLM) ?
(a) pyramid selling (b) network marketing
(c) referral marketing (d) all of these
94. Which business discipline is focused on the practical application of sales techniques and the management of a firm's sales operations?
(a) Sales management (b) operations management
(c) distribution management (d) production management.
95. What is the main attraction of electronic marketing?
(a) high transaction cost (b) low transaction cost
(c) no transaction cost (d) very high transaction cost
96. E-marketing is a part of:
(a) e-payment (b) e-cash
(c) e-mail (d) e-commerce
97. Which of the following is not an e-marketing tool?
(a) i-radio (b) mobile phone
(c) i-kiosks (d) cinema
98. Which is an advertising on the electronic media?
(a) e-marketing (b) e-distribution
(c) e-advertising (d) e-mail

99. Which marketing strategy is used under conditions of scarcity and during the period of shortage?
- (a) meta marketing (b) demarketing
(c) reciprocal marketing (d) none of these
100. Which of the following is against marketing concept?
- (a) social marketing (b) niche marketing
(c) de marketing (d) all of these
101. When advertisement is to create an image or reputation of the firm, Which type of advertisement is this?
- (a) product ads (b) institutional ads
(c) shortage ads (d) comparative ads
102. What is MPR?
- (a) managing public relation (b) measuring public relation
(c) marketing public relation (d) monitoring public relation
103. What is Personal selling?
- (a) one way communication (b) printed communication
(c) direct at individual (d) none of these
104. What is Publicity ?
- (a) long term strategy (b) always positive
(c) involves cost (d) none of these
105. Which of the following is included in Sales promotion ?
- (a) consumer promotion (b) sales force promotion
(c) dealer promotion (d) all of these
106. Samples, buy one get one free, coupons etc ..belongs to which promotion strategy?
- (a) consumer promotion (b) sales force promotion
(c) trade promotion (d) dealer promotion
107. USP stands for :
- (a) union sales promotion (b) unit sales promotion
(c) uniform selling proposition (d) unique selling proposition
108. How many stages involved in Consumer buying decision process?
- (a) six (b) four
(c) five (d) seven

109. Problem recognition, information search, evaluation and purchase is the Stages of :
(a) Consumer purchase decision (b) decision making process
(c) problem solving process (d) price determination process
110. Life style , attitude ,self-concept are factors of consumer buying process, choose the suitable option.
(a) physical factors (b) psychological factors
(c) situational factors (d) social factors
111. Which is the influence that affect the consumer buying process resulting from circumstances , time and location?
(a) psychological influence (b) situational influence
(c) physical influence (d) social influence
112. A series of stages by which a consumer might choose a new product or service. What does it called?
(a) consumer Adaption process (b) buyer decision process
(c) selling decision process (d) all of these
113. Who are the purchasers of goods and services for his immediate use and consumption ?
(a) buyers (b) customers
(c) consumers (d) all of these
114. A mother buys baby food for her baby regularly .here baby is :
(a) consumer (b) customer
(c) user (d) buyer
115. What does it called The dissatisfaction of a consumer after purchasing a product ?
(a) cognitive dissonance (b) post purchase dissonance
(c) buyer's remorse (d) all of these
116. Name the Behavior of a consumer after purchasing a product ?
(a) post purchase behavior (b) pre purchase behavior
(c) spot purchase behavior (d) none of these
117. Which of the following is not a Social factor influencing consumer behavior ?
(a) family (b) classmates
(c) status (d) social class

118. What is the Culture within the culture?
(a) inter culture (b) intra culture
(c) sub culture (d) additional culture
119. Which is personal factor of consumer buying behavior?
(a) personality (b) personal income
(c) savings (d) consumer credit
120. What is the last stage of the consumer decision process?
(a) problem recognition (b) post purchase behavior
(c) alternative evaluation purchase (d) none of these
121. Which of the following is NOT considered a type of reseller?
(a) wholesaler (b) retailer
(c) manufacturer (d) distributor
122. In which type of market There is no distinction between firm and industry ?
(a) perfect competition (b) monopoly
(c) monopolistic competition (d) oligopoly
123. In which market, advertisement is absent:
(a) monopolistic competition (b) perfect competition
(c) oligopoly (d) none of the above
124. As a set of assumptions that focus on consumer choices that result in different alternatives such as happiness, satisfaction, or utility. Choose the correct term.
(a) Consumer preference (b) buying assumption
(c) consumer behavior (d) none of these
125. What is it called the willingness of consumers to purchase products and services as per their taste, need and of course pocket?
(a) Consumer behavior (b) Consumer interest
(c) Consumer attitude (d) Consumer perception
126. Which aspect deals with the various stages a consumer goes through before purchasing products or services for his end use?
(a) Consumer behavior (b) Consumer interest
(c) Consumer attitude (d) Consumer perception
127. What is related to the influences of consumer behavior like culture, social class, and reference group ?
(a) purchase and Economic situations
(b) purchase and Situational influences

- (c) purchase and Consumption decisions
- (d) purchase and Physiological influences

128. select the most important psychological factors that impact consumer decision-making process?

- a) product Marketing and product involvement
- b) product Strategy and product involvement
- c) product Price and product involvement
- d) product Knowledge and product involvement

129. what is refers to the buying behavior of final consumers?

- (a) Consumer buyer behavior
- (b) Target market buying
- (c) Market segment buying
- (d) Business buying behavior

130. which is the influence of Consumer purchases other than cultural, social, personal factors?

- (a) psychographic characteristics.
- (b) psychological characteristics.
- (c) psychometric characteristics
- (d) supply and demand characteristics.

131. Which of the following is NOT one of the five stages of the buyer decision process?

- (a) need recognition
- (b) brand identification
- (c) information search
- (d) purchase decision

132. Cognitive dissonance occurs in which stage of the buyer decision process model?

- (a) need recognition
- (b) information search
- (c) evaluation of alternatives
- (d) post purchase conflict

133. Choose the correct definition of reference groups.

- (a) Groups that an individual looks to when forming attitudes and opinions
- (b) Groups of people who have been referred to by someone they know
- (c) Groups of office colleagues
- (d) Chat groups on the internet

134. Which concept is related to the post decision anxiety ?

- (a) Extensive decision making
- (b) Cognitive dissonance
- (c) Limited decision making
- (d) Marketing strategy

135. Which of the following is a situation in which consumer behavior occurs?

- (a) communications situation
- (b) purchase situation
- (c) usage situation
- (d) all of the above

136. Who developed the need hierarchy theory ?
 (a) Philip Kotler (b) Abraham H maslow
 (c) N H Borden (d) peter F Drucker
137. Which of the following is a rational buying motive ?
 (a)love and affection (b) prestige
 (c) durability (d) habit
138. Perception belongs to which factor ?
 (a) personal factor (b) psychological
 (c) cultural (d) social factor
139. Which Motivepersuade a person to buy products from a particular shop?
 (a)patronage motives (b) product motives
 (c) internal motives (d) inherent motives
140. Which buying motive is based on careful thinking and logical reasoning?
 (a)product motives (b) rational motives
 (c) target (d) patronage motives
141. Which of the following marketing approach that analyses different functions of marketing?
 (a) product approach (b) social approach
 (c) managerial approach (d)functional approach
142. Which of the following function helps in analyzing the buyers habits, popularity of a product, effectiveness of an advertising media ?
 (a) marketing research (b) product planning & development
 (c) advertising (d) sales promotion
143. Choose the term for Collection and concentration of goods of the same type from different source at a place?
 (a) selling (b) packaging
 (c) assembling (d) warehousing
144. what is refers to the Classification of standard product in to certain classes?
 (a) grading (b)pricing (c) financing (d)risk taking
145. Subdivision of market in to homogeneous subsection of customers, where any subsection may conceivably be selected as a target market to be reached with a distinct marketing mix .What is it?
 (a) product positioning (b) market segmentation
 (c) product differentiation (d) market research

146. Which of the following function involves gauging customers requirements and designing a product or service to serve that requirement?
- (a)marketing
 - (b) selling
 - (c)distribution
 - (d)valuation
147. On the basis of nature of competition markets can be classified in to :
- (a) blue ocean market
 - (b)red ocean market
 - (c)sellers market
 - (d) none of these
148. Which type of market have the features of homogeneity, uniform selling price , free entry and exit of firms etc ?
- (a) perfect market
 - (b) imperfect market
 - (c) buyers market
 - (d) monopsony
149. Which among is amarketing approach?
- (a) product approach
 - (b) production approach
 - (c)marketing approach
 - (d)concentration approach
150. Choose the facilitating function of marketing .
- (a)branding
 - (b)selling
 - (c)incentives
 - (d)distribution
151. What is called an assembling of goods at a central place have to be distributed among customers?
- (a) distribution
 - (b) assembling
 - (c)dispersion
 - (d)concentration
152. An uncontrollable factor which have bearing on the functioning of marketing department of any organization, What does it called?
- (a) market
 - (b) marketing environment
 - (c) marketing system
 - (d) market strategies
153. What is refers to forces affecting the entire society or economy at large.
- (a)micro environment
 - (b) macro environment
 - (c) internal environment
 - (d) external environment
154. Which of the following is The dimensions of Remote environment of marketing?
- (a) demographic&geographic environment
 - (b) economic environment &suppliers
 - (c)internal environment & technical environment

(d)ecological or natural environment

155. Marketing is a:

- (a) goal oriented process
- (b) social process
- (c) exchange process
- (d) all of these

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

- (a) standardization
- (b) transportation
- (c) storage
- (d) packaging

157. What is the force or factors that affect marketing policies, decision and operations of a business is called?

- (a) marketing mix
- (b) production
- (c) marketing control
- (d) marketing environment

158. How can you classify the market On the basis of area?

- (a) very short period market
- (b) retail market
- (c) capital market
- (d) national market

159. On the basis of demand and supply, market can be classified in to :

- (a) seller's market
- (b) buyer's market
- (c) spot market
- (d) both a & b

160. When a market is said to be imperfect?

- (a) product are identical and uniform price
- (b) free entry and exit of firms
- (c) different price and similar product
- (d) products are not identical and - uniform price

161. Accessibility, homogeneity, profitability and growth potential are the criteria for choosing any one of the following option, choose the correct one?

- (a) market research criteria
- (b) product differentiation basis
- (c) criteria for market segmentation
- (d) none of these

162. In Which market segmentation, the producer doesn't differentiate between different customers?

- (a) undifferentiated
- (b) concentrated
- (c) customized
- (d) personalized

163. Which segmentation approach is used in consumer products?

- (a) undifferentiated marketing
- (b) concentrated marketing
- (c) differentiated marketing
- (d) all of the above

164. Construction of bridge, home repair etc are examples of:
(a) concentrated marketing (b) customized marketing
(c) differentiated marketing (d) none of these
165. What is the Base of segmentation of consumer markets?
(a) demographic & geographic segmentation (b) psychographic segmentation
(c) behavioral segmentation (d) all of these
166. What is Retailing through internet ?
(a) e-commerce (b) m-commerce
(c) e-tailing (d) e-sale
167. What is the reason of Popularity of e-commerce?
(a) most safe delivery (b) lower price for product
(c) no warehousing is needed (d) global access
168. What is the feature of Any time business?
(a) physical distribution (b) online marketing
(c) e-commerce (d) all of these
169. Super markets , hire purchase shops , street stall holders etc .. belongs to which category?
(a) itinerant retailers (b) fixed shop retailers
(c) small scale retailers (d) large scale retailers
170. Who are Itinerant retailers?
(a) having fixed shops (b) having shops
(c) having no fixed shops (d) having no fixed place for selling
171. Home parties ,mail order, tele marketing etc... belong to which type of marketing?
(a) indirect marketing (b) direct marketing
(c) one level channel (d) all of these
172. Which type marketing coca cola company has used?
(a) meta marketing (b) mega marketing
(c) mass marketing (d) event marketing
173. The group of elements price ,product ,promotion and place constitute :
(a) market mix (b) product mix
(c) marketing mix (d) promotion mix

174. Which concept is based on the principle that marketing is not a department, but it is pervasive throughout the company?
- (a) production
 - (b) holistic
 - (c) modern
 - (d) selling
175. What refers to product planning?
- (a) merchandising
 - (b) assembling
 - (c) R&D
 - (d) none of these
176. Name Market where goods are transacted on the spot or immediately.
- (a) perfect market
 - (b) spot market
 - (c) future market
 - (d) none of these
177. The market in which goods are bought and sold in bulk quantity :
- (a) retail market
 - (b) world market
 - (c) wholesale market
 - (d) none of these
178. Market where shares, debentures, bonds etc...of companies are bought and sold :
- (a) money market
 - (b) stock market
 - (c) foreign exchange market
 - (d) international market
179. Where Marketing is applicable?
- (a) goods
 - (b) property
 - (c) events
 - (d) all of these
180. Rural consumers are:
- (a) price sensitive
 - (b) less price sensitive
 - (c) quality conscious
 - (d) none of these
181. An organization directs its marketing efforts at two or more segments by developing a marketing mix for each segment. Which is this approach?
- (a) total market approach
 - (b) concentration approach
 - (c) multi-segment approach
 - (d) none of these
182. Which of the following is not an element of demographic segmentation?
- (a) family size
 - (b) income
 - (c) population density
 - (d) religion
183. Name The process of assessing the relative worth of different market segments and selecting one or more segments?
- (a) target marketing
 - (b) market segmentation
 - (c) product differentiation
 - (d) none of these

184. The process of introducing higher quality products by a manufacturer, which term is correct?

- (a) trading up
- (b) trading down
- (c) quality high
- (d) none of these

185. Under which category of consumer goods TV falls?

- (a) convenience goods
- (b) shopping goods
- (c) brown goods
- (d) yellow goods

186. "fixing very low price to stimulate the growth of the market". Give the name of pricing strategy.

- (a) cost plus pricing
- (b) skimming pricing
- (c) target pricing
- (d) none of these

187. A brand name which is used for several products belonging to the same company is called:

- (a) trade mark
- (b) individual brand
- (c) family brand
- (d) multiple brand

188. Give the expansion of FMCG.

- (a) fast movable customer goods
- (b) fast moving customer goods
- (c) fast moving consumer goods
- (d) fast moved consumer goods

189. Name the channel of distribution which consists of manufacturer and consumer.

- (a) zero level channel
- (b) nil channel
- (c) one level channel
- (d) none of these

190. Which of the following market where there is no physical delivery of goods?

- (a) spot market
- (b) future market
- (c) perfect market
- (d) none of these

191. Economic forces of marketing environment include:

- (a) economic condition
- (b) buying power
- (c) people's willingness to spend
- (d) all of these

192. What is Environmental scanning?

- (a) assembling and interpreting the marketing environment
- (b) collecting information about forces in the marketing environment
- (c) both a & b
- (d) none of these

193. Which type of market is Levi Strauss (jeans)?
(a) monopoly (b) monopolistic competition
(c) oligopoly (d) duopoly
194. NARB stands for?
(a) National Advertising Review Board
(b) National Administrative Review- Board
(c) National Admission Review Board
(d) National Advertisement Review –Board
195. A buyer searches information of product from
(a) internally (b) external search only
(c) no search about product (d) both internal and external search
196. What is Situational influence of buyer decision process?
(a) time (b) perception
(c) location (d) both a & c
197. Which Motive that influence where a person purchase product on a regular basis?
(a) patronage motive (b) buying motive
(c) consumption motive (d) none of these
198. Which of the following involves the development of Graphic design for a product ?
(a) branding (b) labeling
(c) packaging (d) both b & C
199. What is closely related with packaging and is used for identification, promotional and informational purpose?
(a) branding (b) labeling
(c) grading (d) packaging
200. Which activity coordinates advertising, personal selling, sales promotion, publicity and packaging?
(a) promotion (b) management
(c) marketing (d) all of these

ANSWER KEY

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