

## UNIT- 01

Sr.No.	Questions and Options
1	Which concept is based on those companies who believe in this philosophy that quality of goods or services of good standard called as
a	Marketing concept
b	Production concept
c	Product concept
d	Selling concept
Ans.	c
2	Packaging is important not only for protection of the product but also serves as:
a	Quality Product
b	Promotional tools
c	Complex graphics
d	Promotional budget
Ans.	b
3	Identify the elements of marketing mix:
a	Product
b	Price
c	Promotion
d	All of above
Ans.	D
4	Which of the following is not the function of packaging?
a	Product protection
b	Pricing objectives
c	Promotion
d	Product identification
Ans.	b
5	This is the act of obtaining a desired object from someone by offering something in return?
a	Marketing Myopia
b	Selling
c	Delivery
d	Exchange
Ans.	d
6	Marketing is "The science and art of exploring, creating, and delivering value to satisfy the needs of a _____ at a profit. Marketing identifies unfulfilled _____"
a	target market & needs and desires
b	country & product
c	India & product
d	None of above
Ans.	a

7	The following is not a type of Marketing Concept
a	The production concept
b	The selling concept
c	The societal marketing concept
d	The Supplier Concept
Ans.	d
8	Who is the father of Modern Marketing?
a	Peter Drucker
b	Philip Kotler
c	Lester Wunderman
d	Abraham Maslow
Ans.	b
9	Marketing is a process which aims at_____
a	Production
b	Profit-making.
c	The satisfaction of customer needs
d	Selling products
Ans.	c
10	Marketing management is_____
a	developing marketing strategies to move the company forward
b	managing the marketing process
c	monitoring the profitability of the company's products and services
d	the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value
Ans.	d
11	Many people want BMW, only few are able to buy this is an example of.....
a	Need
b	Want
c	Demand
d	Status
Ans.	c
12	----- are the form of of human needs take is shaped by culture and individual personality
a	Wants
b	Demand
c	Needs
d	Social needs
Ans.	d

13	Dividing the market into distinct groups of buyers with different needs, characteristics or behaviour is _____
a	Diversification
b	Distribution
c	Segmentation
d	Saturation
Ans.	c
14	Age, income, gender are grouped under_____.
a	Geographic segmentation
b	Demographic segmentation
c	Psycho graphical segmentation
d	Behavioural segmentation
Ans.	b
15	Life Style, personality, attitude are grouped under_____.
a	Geographic segmentation
b	Demographic segmentation
c	Psycho graphical segmentation
d	None of above
Ans.	c
16	Consumers who always buy the same brand are called _____.
a	Hard core loyals
b	Split core loyals
c	Shifting loyals
d	Switchers
Ans.	a
17	Consumers who always loyal to two or three brands are called _____.
a	Hard core loyals
b	Split core loyals
c	Shifting loyals
d	Switchers
Ans.	b
18	Marketing is a process which aims at _____
a	Selling products
b	Maximizing profits
c	Satisfying customers
d	Producing
Ans.	c