

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

UNIT- 02

PRODUCT

Sr.No.	Questions & Options
1	Out of 4ps in marketing mix three are product, promotion, and price, which is the 4th P
a	Purpose
b	Place
c	Pursuit
d	Promotion
Ans.	b
2	In Marketing mix which scope of product supports the elements
a	Guarantee
b	Warrantee
c	Packaging
d	All of these
Ans.	d
3	The new product development stage in which the concept is tested whether idea has strong appeal is called
a	Concept development
b	Concept Testing
c	Material Testing
d	Market Screening
Ans.	b
4	In product life cycle introduction stage, the marketing objective is to
a	Create product awareness
b	Maximise the market share
c	Defend market share and profit
d	Reduce expenditure
Ans.	a
5	The customer, distributor and suppliers collectively provide ideas for new product development are classified as
a	Acquisition of idea
b	Secondary sources
c	External sources
d	Internal sources
Ans.	c

6	The process of systematic search for gathering new product idea is called
a	Idea generation
b	Product generation
c	Market development
d	Business development
Ans.	a
7	If the product idea source is company' own research and development department, it is said to be
a	Systematic idea source
b	Resourcing
c	Internal source
d	External source
Ans.	c
8	The _____ step in the New Product Development process involves a review of the sales, costs and profit projections
a	Idea generation
b	Product generation
c	Market development
d	Business analysis
Ans.	d
9	_____ step in the New Product Development process means introducing a new product into the market
a	Business analysis
b	Product generation
c	Idea generation
d	Commercialisation
Ans.	d
10	PLC stands for
a	Product Life corporation
b	Product Light connection
c	Product life Cycle
d	None of above
Ans.	c
	PRICE
19	Value pricing focuses on
a	Low price
b	High quality
c	Both a and b

d	None of the above
Ans.	c
20	Which of the following element is the basic determinant of profit of business firm
a	Price
b	Promotion
c	Place
d	Product
Ans.	a
21	A which of the function of marketing explains that value what you pay in get
a	Promotion
b	Public
c	Price
d	Place
Ans.	c
22	Which is Psychological price
a	Low price
b	High Price
c	Cost plus price
d	Reference price
Ans.	d
23	Which is Skimming price
a	Low price
b	High Price
c	Cost plus price
d	Reference price
Ans.	b
24	Which is Penetrating price
a	Low price
b	High Price
c	Cost plus price
d	Reference price
Ans.	a
25	Which is Penetrating price
a	Low price
b	High Price
c	Cost plus price

d	Flexible price
Ans.	d
26	Which is Market up price
a	Low price
b	High Price
c	Cost plus price
d	Flexible price
Ans.	c
27	Which price strategy is Mortein liquid product follow for customers
a	Optional pricing
b	Good value pricing
c	Dynamic pricing
d	Captive product pricing
Ans.	d
28	Which price strategy is Himalaya baby kit follow for customers
a	By product price
b	Product bundle price
c	Dynamic pricing
d	Captive product pricing
Ans.	b
	PLACE
38	A _____ of distribution is the route taken by the title to the product as it moves from the producer to the ultimate consumer or industrial user
a	Highway
b	Cannel
c	Channel
d	None of above
Ans.	c
39	A _____ level channel is one in which there are no intermediaries
a	Zero
b	One
c	Two
d	Four
Ans	a
40	Marketing _____ creates time, place and possession utilities
a	Plan
b	Department
c	Channel

d	Idea
Ans	c
41	Which of the following 4Ps of marketing mix involves decisions regarding channels coverage, assortments, locations, inventories or transports
a	Product
b	Price
c	Place
d	Promotion
Ans	c
42	Flipkart, Amazon are examples of _____.
a	Departmental stores
b	Chain stores
c	Co-operative stores
d	Online stores
Ans	d
43	Manufacturer to Consumer is an example for_____ level channel
a	Zero
b	One
c	Two
d	Three
Ans	a
	PROMOTION
49	_____ is defined as "Any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor"
a	Personal selling
b	Sales promotion
c	Direct marketing
d	Advertising
Ans	d
50	_____is the personal communication of information, to persuade someone to buy something
a	Personal selling
b	Sales promotion
c	Direct marketing
d	Advertising
Ans	a

51	_____are short-term incentives like discounts, samples etc. to stimulate demand for the product
a	Personal selling
b	Sales promotion
c	Direct marketing
d	Advertising
Ans	b
52	_____promotional tools are those tools which are directed towards ultimate consumer
a	Trade
b	Sales force
c	Consumer
d	Intermediaries
Ans	c
53	_____ selling is used in case of complex and expensive products and in markets with fewer buyers
a	Aggressive
b	Forceful
c	Public
d	Personal
Ans	d
54	_____ involves a face-to-face oral presentation
a	Personal selling
b	Sales promotion
c	Advertisement
d	Publicity
Ans	a
55	Free samples is given to consumers in case of _____.
a	Personal selling
b	Sales promotion
c	Advertisement
d	Publicity
Ans	b

56	If a company wants to build a good “corporate image,” it will probably use which of the following marketing communications mix tools?
a	Advertising
b	public relations
c	direct marketing
d	sales promotion
Ans	B
57	_____ is direct communications with carefully targeted individual consumers to obtain an immediate response
a	Advertising
b	public relations
c	direct marketing
d	sales promotion
Ans	c
58	Promotion mix includes Sales Promotion, Personal Selling, Advertising and
a	Marketing
b	Sales
c	Publicity
d	None of these
Ans	c
59	“How are you telling consumers in your target group about your product” This question belongs to which marketing concept
a	Product
b	Price
c	Promotion
d	Place
Ans	c
60	_____ involves mass communication
a	Advertising
b	public relations
c	direct marketing
d	sales promotion
Ans	a

UNIT- 03

Sr.No.	Questions & Answer
1	Customer Relationship Management is concerned with
a	Improve quality of product
b	Managing detailed information about individual customers and all customer 'touch points' to maximize customer loyalty.
c	Reducing price of product
d	Increase price of product
Ans.	b
2	CRM technology can help in
a	Designing direct marketing efforts
b	Developing new pricing models
c	Processing transactions faster
d	All of above
Ans.	d
3	A consumer buying is influenced by
a	Cultural and social factors
b	Personal factors
c	Both a and b
d	None of above
Ans.	c
4	Customer relationship management is about
a	Acquiring the right customer
b	Instituting the best processes
c	Motivating employees
d	All of the above
Ans.	d
5	A _____ is an organized collection of detailed information about individual customers or prospects that is accessible, actionable and current for marketing purposes such as lead generation and others.
a	Customer database
b	Customer mailing list
c	Business database
d	None of above
Ans.	a
6	_____ uses sophisticated mathematical and statistical techniques
a	Data mining
b	Data survey
c	CRM
d	None of above
Ans.	a

7	_____ is any occasion on which the brand or product is used by end customers.
a	Retailers touch point
b	Customer touch point
c	Company touch point
d	None of above
Ans.	b
8	Process of manage information about customers to maximise loyalty is said to be
a	Company relationship management
b	Supplier management
c	Customer relationship management
d	Retailers management
Ans.	c
9	Customers lifetime purchases that generates net present value of future profits streams is called
a	Customer lifetime value
b	Customer purchase value
c	Customer cost incurred
d	Customer relationship
Ans.	a
10	CRM technology can help in
a	Designing direct marketing efforts
b	Developing new pricing models
c	Processing transactions faster
d	All of the above
Ans.	d
11	Which is not feature of CRM?
a	Customer Retention
b	Customer Loyalty
c	Customer Satisfaction
d	Advertisement
Ans.	d
12	Importance of CRM
a	Better service to customers
b	Customization of market offerings
c	Increase and improvement in long-term relationships
d	All of above
Ans.	d

13	Customer data warehouse includes
a	Customer Transactions
b	Product
c	Price
d	Goods warehouse
Ans.	a
14	Customer transaction means
a	History of contacts while visiting stores
b	Customer preference colours, brands, style
c	Complete history of merchandise purchases by the customers.
d	None of above
Ans.	c
15	Customer Interactions means
a	History of contacts while visiting stores or webiste
b	Customer preference colours, brands, style
c	Complete history of merchandise purchases by the customers.
d	None of above
Ans.	a
16	Customer preferences means
a	History of contacts while visiting stores or webiste
b	colours, brands, style
c	Complete history of merchandise purchases by the customers.
d	None of above
Ans.	b
17	Data mining means
a	Internet data
b	Mobile data
c	Detailed information of internet
d	Detailed analysis of the information available through data bases of customers
Ans.	d
18	What is Market basket analysis
a	It is used to determine which products will sell together
b	Market analysis
c	Types of basket in market
d	None of above
Ans.	a

19	Pareto's 80:20 Rule means
a	20% discount given to 80% of customers
b	80% of our customers contributing towards 20% of the sales
c	20% of our customers contributing towards 80% of the sales
d	None of above
Ans.	c
20	RFM stands for
a	Ready For Market
b	Recency Frequency Monetary value
c	Reck Food Market
d	None of above
Ans.	b
21	Recency means in RFM analysis
a	When was the last purchase made by customer
b	How many purchases have been made by the customer during a definite period of time
c	What is the monetary value of the orders during that definite period of time
d	Ready to Sell product
Ans.	a
22	Frequency means in RFM Analysis
a	When was the last purchase made by customer
b	How many purchases have been made by the customer during a definite period of time
c	What is the monetary value of the orders during that definite period of time
d	Ready to Sell product
Ans.	b
23	Monetary value means in RFM Analysis
a	When was the last purchase made by customer
b	How many purchases have been made by the customer during a definite period of time
c	What is the monetary value of the orders during that definite period of time
d	Ready to Sell product
Ans.	c

24	Transactional benefits consist of
a	Specialised & prompt services are offered to customers
b	Hard benefits mainly points collection, redemption system, discount schemes and other value-added offers
c	Soft benefits; these are intangible but make customers feel that they are proud customers of the mall store
d	Customer Complaint Handling
Ans.	b
25	Non-Transactional benefits consist of
a	Specialised & prompt services are offered to customers
b	Hard benefits mainly points collection, redemption system, discount schemes and other value-added offers
c	Soft benefits; these are intangible but make customers feel that they are proud customers of the mall store
d	Customer Complaint Handling
Ans.	c
26	Customised service means
a	Specialised & prompt services are offered to customers
b	Hard benefits mainly points collection, redemption system, discount schemes and other value-added offers
c	Soft benefits; these are intangible but make customers feel that they are proud customers of the mall store
d	Customer Complaint Handling
Ans.	a
27	Customer acquisition means
a	To acquire customers
b	Locate new customers
c	Qualify new customers
d	All of above
Ans.	d
28	Which is not source of customer acquisition
a	The suspects
b	The lapsed customers
c	Retaining customer
d	The competitor's customer
Ans.	c

29	Customer satisfaction means
a	Keeping existing customers
b	The summary of the opinion of the customer about the seller
c	To make loyal towards product
d	None of above
Ans.	b
30	Which is method of Customer Satisfaction
a	Customer Feedback Survey
b	Surprise market visit
c	Customer Complain
d	All of above
Ans.	d
31	Which is method of Customer Satisfaction
a	Keeping existing customers
b	The summary of the opinion of the customer about the seller
c	Customer feedback survey
d	To make loyal towards product
Ans.	c
32	Which is not method of customer satisfaction
a	Customer Feedback Survey
b	Customer Acquisition
c	Customer Complain
d	Surprise market visit
Ans.	b
33	Product satisfaction means
a	The tangible main benefits provided by the product
b	Additional benefits provided by the product
c	Combination of tangible and intangible benefits provided by the product
d	The personality trait of the customer
Ans.	a
34	Peripheral satisfaction means
a	The tangible main benefits provided by the product
b	Additional benefits provided by the product
c	Combination of tangible and intangible benefits provided by the product
d	The personality trait of the customer
Ans.	b

35	Ambience satisfaction means
a	The tangible main benefits provided by the product
b	Additional benefits provided by the product
c	Combination of tangible and intangible benefits provided by the product
d	The personality trait of the customer
Ans.	c
36	Psychic satisfaction means
a	The tangible main benefits provided by the product
b	Additional benefits provided by the product
c	Combination of tangible and intangible benefits provided by the product
d	The personality trait of the customer
Ans.	d
37	Customer Delight means
a	The performance of product falls short of expectations of customer, the customer is dissatisfied
b	The performance of product matches the expectation of customer, the customer is satisfied
c	The performance of product exceeds expectation of customer, the customer is highly satisfied
d	None of above
Ans.	c
38	Which is not the element of customer delight
a	Incorporate elements which the customer values more
b	Promotion of product.
c	Focus on customer experience
d	Going out of the way to fulfil wishes
Ans.	b
39	Customer Service means
a	To support which offer to customers
b	To both before and after customer buy and use products or services
c	To have an easy and enjoyable experience to customer
d	All of above
Ans.	d
40	Customer care means
a	To listen customer
b	To satisfy customer
c	To solve customer problem
d	All of above
Ans.	d

UNIT- 04

Sr.No.	Questions & Answer
1	Which is not source of handling customer complains
a	Suggestion forms
b	Toll free numbers
c	Advertisement
d	Website and email address
Ans.	c
2	Source of handling customer complains
a	Suggestion forms
b	Website and email address
c	Toll free numbers
d	All of above
Ans.	d
3	Which is not method of customer complain?
a	Customer acquiring
b	Factual (Realistic/Truthful) complaints
c	Management of Behavioural Complaints
d	Management of Habitual Complaints
Ans.	a
4	Factual complain means
a	It is of generic nature of complain
b	Having a past history of same complain
c	It is an entirely new same complain
d	All of above
Ans.	d
5	Behavioural Complaints means
a	They are based on psychological factors
b	They are based on factual factors
c	They based on distractive factors
d	None of above
Ans.	a
6	Customer Retention
a	To satisfy customer
b	To acquire new customer
c	To keep existing customer in business
d	To delight customer
Ans.	c

7	Benefits of customer retention
a	To measure lifetime value
b	Reduce attrition
c	Sell again and again in future
d	All of above
Ans.	d
8	Customer loyalty means
a	choose to use a particular shop or buy one particular product, rather than use other shops
b	Customers show trust when they consistently purchase a certain product from same seller
c	customer loyalty is when a seller receives the ultimate reward of his efforts in interacting with its customer
d	All of above
Ans.	d
9	Which of the following is the BEST example of customer loyalty.
a	Customer goes to the same coffee shop three times a day even though there are other coffee shops nearby.
b	Customer sometimes goes to the hotel for lunch and other days he goes to the other hotel house.
c	Customer goes to the library every day and checks out or buys books because he has a research paper to write.
d	Customer will shop at whichever grocery store is offering the best discount on beef for the week.
Ans.	a
10	A restaurant offers a lunch card where every 10th lunch is free. This is an example of :
a	Customer Loyalty
b	Mixed program
c	Contact agreement
d	Quality of service
Ans.	a
11	Which is not source of Customer loyalty
a	Membership card
b	Redemption points
c	Advertisement
d	Discount to regular customer
Ans.	c
12	Factors affect to customer loyalty
a	Attitude
b	Product and service
c	Technology
d	All of above
Ans.	d

13	Reason for customer breaker
a	Customer dis-satisfaction
b	Tough competition and new options availability
c	Customer expectation
d	All of above
Ans.	d
14	Competition analysis means
a	Process of identifying key competitors
b	Assessing competitor objectives, strategies, strengths and weaknesses, and reaction patterns
c	Selecting which competitors to attack or which competitor to avoid
d	All of above
Ans.	d
15	Which is correct step of competition analysis
a	Designing a Competitive Intelligence System, Identifying Competitors, Assessing Competitors
b	Identifying Competitors, Assessing Competitors, selecting competitors to Attack or Avoid and Designing a Competitive Intelligence System
c	Assessing Competitors, selecting competitors to Attack or Avoid, designing a Competitive Intelligence System and Identifying Competitors, Assessing Competitors
d	Selecting competitors to Attack or Avoid, Assessing Competitors, Identifying Competitors and Designing a Competitive Intelligence System
Ans.	b
16	How to identify competitors?
a	all firms with the same product or class of products
b	all companies making products that supply the same service
c	competitors might include all companies that compete for the same consumer rupees
d	All of above
Ans.	d
17	How to assess the competitors?
a	Determining Competitors' Objectives
b	Identifying Competitors' Strategies
c	Assessing Competitors' Strengths and Weaknesses
d	All of above
Ans.	d

18	Which is Competitive Marketing Strategy?
a	Market Challenger
b	Market follower
c	Market Leader
d	All of above
Ans.	d
19	What is meant by Market Leader?
a	The firm in an industry with the largest market share.
b	The firm in an industry that is fighting hard to increase its market share in an industry
c	The firm in an industry that wants to hold its share in an industry
d	A firm that serves small segments that the other firms in an industry overlook or ignore
Ans.	a
20	What is meant by Market Challenger?
a	The firm in an industry with the largest market share.
b	The firm in an industry that is fighting hard to increase its market share in an industry
c	The firm in an industry that wants to hold its share in an industry
d	A firm that serves small segments that the other firms in an industry overlook or ignore
Ans.	b
21	What is meant by Market follower?
a	The firm in an industry with the largest market share.
b	The firm in an industry that is fighting hard to increase its market share in an industry
c	The firm in an industry that wants to hold its share in an industry
d	A firm that serves small segments that the other firms in an industry overlook or ignore
Ans.	c
22	What is meant by Market nicher?
a	The firm in an industry with the largest market share.
b	The firm in an industry that is fighting hard to increase its market share in an industry
c	The firm in an industry that wants to hold its share in an industry
d	A firm that serves small segments that the other firms in an industry overlook or ignore
Ans.	d

23	What is niche market?
a	Seller can target sub segments
b	Seller knowing the target customer group
c	Seller earn high profit
d	All off above
Ans.	d

Smt.P.N.D.COLLEGE, COMMERCE DEPT.