

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 |
| | |

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| 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 |
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| | PRICE |
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| 19 | Value pricing focuses on |
| a | Low price |
| b | High quality |
| c | Both a and b |

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| 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 |

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| 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 |

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| 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 |
| | |

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| 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 |

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| 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 |
| | |