**MCQ in marketing**

1. ……………….. is want for specific product backed by ability to pay
2. *Demand*
3. Need
4. Want
5. Customer
6. “Get out production, cut the price” – Philosophy of Henry Ford is an example of
7. Marketing concept
8. Selling concept
9. *Production concept*
10. Product concept
11. ………………… is the father of modern marketing
12. Peter Drucker
13. *Philip Kotler*
14. Lester Wunderman
15. Abraham Maslow
16. The term Marketing refers to
17. Advertising, Sales promotion, Publicity and Public relational activities
18. New product ideas, Development of concepts and improvement
19. Sales planning, Strategy and implementation
20. *A philosophy that stresses customer value and satisfaction*
21. Marketing is a process which aims at
22. Production
23. Profit making
24. *Satisfaction of customer needs*
25. Selling products
26. Marketing management is
27. Developing marketing strategies to move the company forward
28. Managing the marketing process
29. Monitoring the profitability of the company’s products and services
30. *The art and science of choosing target market, and getting, keeping and growing customers through creating, delivering and communicating superior customer value.*
31. ……………………. reflects the sum of perceived tangible and intangible benefits and cost to customers
32. Customer satisfaction
33. *Customer value*
34. Customer delight
35. None of the above
36. A specialty product is ………………… intensively distributed than a shopping product
37. More
38. *Less*
39. Both of the above
40. Image building objectives are common in ………………… type of market structure
41. Competition
42. *Oligopoly*
43. Monopoly
44. Monopsony
45. When the market is run by a small number of firms that together control the majority of the market share is known as
46. *Oligopoly*
47. Duopoly
48. Oligopsony
49. Perfect competition
50. The major components of the marketing mix are
51. Product
52. Price
53. Place
54. *All of the above*