

SR. NO	QUESTION TEXT	OPTION 1	OPTION 2	OPTION 3	OPTION 4	OPTION 5	CORRECT OPTION
1	What is "H2H Marketing"?	Human-to-Human	Hardware-to-Hardware	House-to-House Marketing	High-to-Low Marketing	None of the above	1
2	Which strategy is most suitable for the Decline stage of the Product Life Cycle?	Reduce advertising	Increase product variants	Expand into new markets	Lower prices	Increase promotions	1
3	What is Contextual Marketing?	Targeting customers based	Using traditional marketing	Sending physical advertisements	Marketing products only	Creating mass-market	1
4	How does the Ansoff Matrix help companies?	In developing new market and product	In analyzing competitor pricing	In setting sales targets	In determining product features	In segmenting customers	1
5	What is the final stage of the Sales Funnel?	Purchase	Interest	Awareness	Consideration	Evaluation	1
6	Which element is NOT part of the 7Ps of services marketing?	Product	People	Partnership	Promotion	Process	3
7	What is "Flywheel Marketing"?	A marketing approach that	Traditional advertising	Reducing marketing costs	Mass-market advertising	Creating multiple product	1
8	Which pricing strategy is used to establish high prices to signal high quality?	Skimming Pricing	Penetration Pricing	Bundle Pricing	Cost-Plus Pricing	Freemium Pricing	1
9	How does "Flywheel Marketing" differ from traditional funnel marketing?	Focuses on customer retention rather	Reduces advertising costs	Increases brand awareness	Focuses solely on pricing strategies	Promotes mass marketing	1
10	What does "Marketing Mix" primarily include?	Product, Price, Place, Promotion	Product, People, Process, Price	Place, Promotion,	Price, Positioning,		1
11	Which of the following is NOT part of market segmentation?	Demographic	Behavioral	Psychological	Legal		4
12	What is the purpose of Market Segmentation?	To create one mass market	To divide the market based on	To eliminate customer needs	To simplify the marketing		2
13	What does the Product Life Cycle (PLC) explain?	The introduction,	The promotion of a product	The pricing strategy of a	The target market for a		1
14	What does BCG stand for in the BCG Matrix?	Boston Consulting	Business Consulting Guide	Brand Consumer Group	Budget Consulting		1

15	In which stage of the Product Life Cycle are profits the highest?	Growth	Introduction	Maturity	Decline		1
16	What is a key characteristic of a 'Star' in the BCG Matrix?	High growth and high market	Low growth and high market	Low growth and low market	High growth and low market		1
17	Which of the following is a type of product?	Convenience products	Essential products	Secondary products	Tertiary products		1
18	What is the primary goal of promotion?	To inform, persuade, and	To distribute products	To lower production costs	To create new products		1
19	Which of the following is a major pricing strategy?	Penetration pricing	Product development	Distribution	Segmentation		1
20	What is the main purpose of advertising?	Create awareness about	Improve product features	Reduce product costs	Set product prices		1
21	Which strategy focuses on keeping costs low and attracting price-sensitive customers?	Cost leadership	Differentiation	Market penetration	Diversification		1
22	Which of the following is NOT part of the Product Life Cycle?	Introduction	Growth	Saturation	Decline		3
23	Which marketing concept emphasizes that businesses should focus on satisfying customer needs and wants?	Marketing concept	Sales concept	Production concept	Product concept		1
24	Which pricing strategy focuses on charging a high price to signal premium quality?	Price skimming	Penetration pricing	Cost-plus pricing	Psychological pricing		1
25	Which of the following is a primary reason for new product failure?	Lack of market research	High production costs	Extensive advertising	Low distribution channels		1
26	In the context of marketing, what does MVP stand for?	Minimum Viable Product	Most Valuable Product	Maximum Value Proposition	Market Value Position		1
27	Which factor most influences the choice of a promotional mix?	Target audience	Product price	Distribution channels	Employee skills		1
28	What is the most effective strategy for the "Maturity" stage of the PLC?	Product modification	Rapid expansion	Market penetration	Skimming pricing		1
29	What is the primary reason for using a differentiated marketing strategy?	To cater to specific	To increase production	To lower advertising costs	To reduce competition		1
30	In a price-sensitive market, which pricing strategy is most suitable?	Penetration pricing	Skimming pricing	Cost-plus pricing	Psychological pricing		1

31	What is the role of "Intermediaries" in the distribution process?	To facilitate the flow of goods	To design product	To manage advertising	To develop pricing strategies		1
32	In which of the following segmentation criteria, the predictability of consumer choice behavior is the highest?	Psychological	Demographical	Behavioural	Geodemographic		3
33	In which of the following concepts does the customer have a crucial role?	Product	Selling	Production	Marketing		4
34	_____ is a combination of price, product, promotion, and place strategies implemented by a firm.	Marketing mix	Brand equity	Brand association	Promotion mix		1
35	What does marketing essentially aim to achieve?	To understand customer	To gain profit	Satisfying customers profitably	To create need		3
36	If a product's performance does not meet customer expectations, the consumer will experience:	Satisfied	Delight	Surprised	Dissatisfied		4
37	Which concept suggests that unless a company invests significant effort in selling and promoting its products, customers will not buy enough of them?	Marketing	Selling	Product	Production		2
38	The set of all product lines and items offered by a particular seller to buyers is known as:	Elements	Production	Product assortment	Product function		3
39	When each party has something valuable to offer the other, it results in:	Money exchange	Marketing activity	Exchange process	Market place		3
40	According to the marketing concept, customers will stay loyal if:	A company offers numerous 'specials'.	The company produces a product with enough features to satisfy everybody	The company's marketing activities are persuasive enough	The customers' needs are met at a price that represents value for money.		4

41	Marketing is defined as:	New product concepts and improvements	A philosophy that stresses customer value and satisfaction	Planning sales campaigns	A philosophy that focuses on profit generation only		2
42	In the sales funnel, AIDA stands for:	Awareness, interest, desire and action	Attention, Interest, demand and action	Attitude, interest, desire, acknowledge	Attitude, Interest, demand and Action		1
43	The process of designing an organization's image and offering to occupy a unique place in the minds of the target market is called:	Targeting	Segmentation	Positioning	Packaging		3
44	In the sales funnel, which of the following represents the largest segment?	People who have interest in purchasing	People who are aware of the product	People who have decided to purchase	People who have acted upon their purchase decision		2
45	The process of identifying viable marketing opportunities, developing strategies to utilize them, and implementing these strategies is called:	Marketing Process	Selling Process	Product process	None of the above		1
46	Market segmentation based on differences in purchasing and consumption habits due to geographic location is called:	Geographic Segmenting	Demographic Segmenting	Psychographic Segmenting	Behaviouristic Segmenting		1
47	Marketing focuses on identifying and meeting:	Business needs	Statutory needs	Human and Social needs	Social needs only		3
48	What does modern marketing management aim to address?	Basic problems of sellers	Basic problems of consumers	Basic problems of employees	Basic problems of shareholders		2

49	"Statement A: Marketing holds an important position in the organization. Statement B: Marketing is the business function responsible for creating consumers."	Statement A is true but Statement B is not true.	Statement A and Statement B both are true.	Statement A is not but Statement B is true.	Statement A and B both are untrue.		1
50	When a person is actively trying to push through the final steps to convert a prospect into a customer, this is known as:	Sales	Marketing	Promotion	Advertising		1
51	Many people want to buy an Audi car but lack the financial ability to do so. This situation is an example of:	Need	Want	Demand	Status		2
52	The consumer who has a specific intention to purchase a particular type of product is	Personal Consumer	Organizational Consumer	Impulse Consumer	Need based Consumer		4
53	The following concept holds that the consumer will support those products that are produced in large quantities at low unit cost.	Production Concept	Product Concept	Selling Concept	Marketing Concept		1
54	_____ concept is a philosophy of business that states that the customers want satisfaction is the economic and social justification for a firm existence.	Production Concept	Product Concept	Selling Concept	Marketing Concept		4
55	_____ concept assumes that consumers in the absence of any selling effort, will not purchase the products.	Production Concept	Product Concept	Selling Concept	Marketing Concept		3
56	A market is a place where... &...	Procurement, consumers	Advertisers, promoters	Buyers, sellers	Government, Public		3
57	Factors like urban and rural distinctions fall under which segmentation type?	Psychographic	Behavioural	Geographic	Demographic		3
58	Mr. Rohit initially chose a specific laptop, but changed his mind after talking with friends and bought another. What influenced his decision?	Technological	Social	Personal	Economical		2

59	Jacob Tours & Travel experienced a sales decline. Competitors offer online booking and support. Which factor did Jacob Tours overlook?	Political	Geographical	Legal	Technological		4
60	Which concept places the most emphasis on customer needs?	Product	Selling	Production	Marketing		4
61	Which of the following is not a part of demographic segmentation?	Income	Age	Interest	Education		3
62	Which of the following is NOT a characteristic of marketing?	Marketing is the ability of a product to connect with the customer.	Marketing involves creation of demand for the product.	Marketing involves harnessing an existing demand for a product.	Marketing doesn't help the company make revenue and profit for itself.		D
63	The transaction of _____ and services happens for a set price in a market.	Goods	Margin	Discount	Activities		1
64	Typically profit is negative in which stage of the product life cycle?	Introduction stage.	Decline stage.	Growth stage.	Maturity stage.		1
65	A manufacturer with a product in the decline stage of the product life cycle might decide to _____ if it has reason to hope that competitors will leave the industry.	drop the product	harvest the product	maintain the product without change	search for replacements		3
66	GrayBerry Gifts has just brainstormed a large number of ideas for adding new products and services after visiting several buying fairs. The owners will begin the first idea-reducing stage, called _____, to arrive at a realistic number to adopt	idea generation	idea screening	idea dissemination	concept development		2
67	The term "Marketing" refers to?	Promotion of the product	Focusing on sales and profit	Strategizing and implementing	Set of activities to deliver		4
68	Who is the Father of Modern Marketing?	Philip Kotler	Peter F Drucker	Abraham Maslow	Raymond Kroc		1

69	Why must the marketers monitor the competitor's activities?	The competitor may destroy the	The competitor may threaten the	New offerings of a competitor	The competitor may be violating		3
70	In today's time marketing must be understood and developed as?	Getting the first mover's	Creating value for the	Pushing for higher sales and	Creating innovative		2