

**UNIVERSITY OF CALICUT  
SCHOOL OF DISTANCE EDUCATION**

**B.Com. (2011 Admission Onwards)**

**II SEMESTER**

**COMPLEMENTARY COURSE**

**MARKETING MANAGEMENT**

**QUESTION BANK**

1. Marketing is a process of converting the potential customers into .....
  - a) Actual customers
  - b) Prospective customers
  - c) Marketers
  - d) None of these
2. Marketing is a .....process
  - a) Goal oriented
  - b) Exchange
  - c) Social
  - d) All of these
3. Which of the following is not included in the function of physical supply?
  - a) Standardization
  - b) Storage
  - c) Transport
  - d) Packaging
4. All forces or factors that effect marketing policies, decisions and operations of a business constitute..
  - a) Marketing mix
  - b) Marketing environment
  - c) Marketing control
  - d) None of these
5. The group of elements price, product, promotion and place constitute
  - a) market mix
  - b) marketing mix
  - c) product mix
  - d) promotion mix

6. The concept of marketing mix was developed by
  - a) Philip Kotler
  - b) Stapleton
  - c) N.H Borden
  - d) Albert W Emery
7. ....concept is based on the principle that marketing is not a department but it is pervasive throughout the company.
  - a) Production
  - b) Holistic
  - c) Modern
  - d) Selling
8. ....simply refers to product planning.
  - a) Merchandising
  - b) Assembling
  - c) R & D
  - d) None o f these
9. Branding is a function of .....
  - a) Research
  - b) Exchange
  - c) Physical supply
  - d) Facilitating
10. Market where goods are transacted on the spot or immediately
  - a) Future market
  - b) Spot market
  - c) Perfect market
  - d) None of these
11. Market where there is no physical delivery of goods
  - a) Future market
  - b) Spot market
  - c) Perfect market
  - d) None of these
12. Markets which are organized and regulated by statutory measure are
  - a) Regulated markets
  - b) Unregulated markets
  - c) World market
  - d) None of these
13. The markets in which goods are bought and sold in bulk quantities.
  - a) Wholesale market
  - b) Retail market
  - c) World market
  - d) None of these

14. Market in which gold and silver are sold
  - a) Commodity market
  - b) Produce market
  - c) Bullion market
  - d) None of these
  
15. Market where money is lend and borrowed
  - a) Money market
  - b) Foreign exchange market
  - c) Stock market
  - d) None of these
  
16. Market where currencies of different countries are bought and sold.
  - a) Money market
  - b) Foreign exchange market
  - c) Stock market
  - d) None of these
  
17. Market where demand for goods is greater than supply.
  - a) Buyers market
  - b) Sellers market
  - c) Retail market
  - d) Wholesale market
  
18. Market where shares, debentures, bonds etc of companies are bought and sold.
  - a) Money market
  - b) Foreign exchange market
  - c) Stock market
  - e) None of these
  
19. Market in which supply is greater than demand.
  - a) Buyers market
  - b) Sellers market
  - c) Retail market
  - d) Wholesale market
  
20. Marketing is applicable in .....
  - a) Goods
  - b) Events
  - c) Property
  - d) All of these
  
21. Risk bearing is a function of.....
  - a) Research
  - b) Exchange
  - c) Physical supply
  - d) Facilitating

22. Marketing is important to
- a) Economy
  - b) Companies
  - c) Consumers
  - d) All of these
23. Profit through Customer Satisfaction Is aimed in ..... Concept
- a) Production
  - b) Holistic
  - c) Marketing
  - d) Selling
24. Marketing Environment is
- a) Largely uncontrollable
  - b) Changing fast
  - c) Influencing marketing decisions
  - d) All of these
25. Marketing that converts negative demand to positive demand is known as
- a) Conversional
  - b) Maintenance
  - c) Remarketing
  - d) Developmental
26. Which of the following is not included in the micro environment
- a) Suppliers
  - b) Publics
  - c) Economic
  - d) Customers
27. A person who purchases a product or service either for his own consumption or for others is known as.....
- a) Buyer
  - b) Customer
  - c) Consumer
  - d) None of these
28. Behaviour exhibited while purchasing a car is an example of.....
- a) Dissonance Reduction Buying Behaviour
  - b) Variety Seeking Buying Behaviour
  - c) Complex Buying Behaviour
  - d) Habitual Buying Behaviour
29. Consumers show ..... while buying their products on regular basis
- a) Dissonance Reduction Buying Behaviour
  - b) Variety Seeking Buying Behaviour
  - c) Complex Buying Behaviour
  - d) Habitual Buying Behaviour
30. Which of the following is not an emotional motive

- a) Vanity
  - b) Social acceptance
  - c) Curoosity
  - d) Variety
31. “ We guarantee every product we sell” appeal to.....motive
- a) Curoosity
  - b) Variety
  - c) Quality
  - d) Comfort
32. The negative feeling which arise after purchase causing inner tension is known as.....
- a) Cognitive dissonance
  - b) Post purchase dissonance
  - c) Buyer’s remorse
  - d) All of these
33. Social class is an element of.....factor
- a) Social
  - b) Cultural
  - c) Personal
  - d) Economic
34. Sub-dividing of market into homogeneous sub-sections of customers is known as
- a) Target marketing
  - b) Market segmentation
  - c) Product differentiation
  - d) None of these
35. The essential criteria for effective segmentation is
- a) Homogenity
  - b) Measurability
  - c) Profitability
  - d) All of these
36. The strategy where the producer or marketer does not differentiate between different type of customers
- a) Undifferentiated Marketing
  - b) Differentiated Marketing
  - c) Concentrated Marketing
  - d) Customised or Personalised Marketing
37. The concentration of all marketing efforts on one selected segment within the total market.
- a) Undifferentiated Marketing
  - b) Differentiated Marketing
  - c) Concentrated Marketing
  - d) Customised or Personalised Marketing

38. Identifying and providing different marketing mix for each of the segments is known as.....
- a) Undifferentiated Marketing
  - b) Differentiated Marketing
  - c) Concentrated Marketing
  - d) Customised or Personalised Marketing
39. Civil engineers designing flats, villas, bridges etc. are an example of....
- a) Undifferentiated Marketing
  - b) Differentiated Marketing
  - c) Concentrated Marketing
  - d) Customised or Personalised Marketing
40. Serving a small market not served by competitors is known as.....
- a) Local marketing
  - b) Niche marketing
  - c) Segment marketing
  - d) Individual marketing
41. Shiny hair in case of a shampoo is a .....utility
- a) Primary
  - b) Evolved
  - c) Generic
  - d) None of these
42. Which of the following is not an element of demographic segmentation
- a) Family size
  - b) Population density
  - c) Income
  - d) Religion
43. Motives which are driven by learning, perception and attitude are known as..
- a) Emotional motives
  - b) Patronage motives
  - c) Psychological motives
  - d) Rational motives
44. The process of assessing the relative worth of different market segments and selecting one or more segments in which to compete is called
- a) Target marketing
  - b) Market segmentation
  - c) Product differentiation
  - d) None of these
45. An organisation directs its marketing efforts at two or more segments by developing a marketing mix for each segment.

- a) Total market approach
  - b) Concentration approach
  - c) Multi-segment approach
  - d) None of these
46. The act of creating an image about a product or brand in the consumers mind is known as.....
- a) Positioning
  - b) Target marketing
  - c) Market segmentation
  - d) Product differentiation
47. Which of the following are the elements of product positioning
- a) The Product
  - b) The Company
  - c) The Consumer
  - d) All of these
48. Using the names of company's powerful brands for line extensions is.....
- a) Positioning by Product Attributes and Benefits
  - b) Positioning by Brand Endorsement
  - c) Positioning by use, Occasion and Time
  - d) Positioning by Corporate Identity
49. The companies that have become a tried and trusted household name are
- a) Positioned by Product Attributes and Benefits
  - b) Positioned by Brand Endorsement
  - c) Positioned by use, Occasion and Time
  - d) Positioned by Corporate Identity
50. Positioning by emphasising the special attributes and benefits of the product is known as.....
- a) Positioning by Product Attributes and Benefits
  - b) Positioning by Brand Endorsement
  - c) Positioning by use, Occasion and Time
  - d) Positioning by Corporate Identity
51. Anything that has the ability to satisfy a consumer need is known as.....
- a) Price
  - b) Package
  - c) Product
  - d) Promotion
52. Products adapted to the perceived unique characteristics of national markets
- a) Local Products
  - b) Multinational Products
  - c) International Products
  - d) Global Products

53. Products seen as having extension potential into other markets
- a) Local Products
  - b) Multinational Products
  - c) International Products
  - d) Global Products
54. Products seen as only suitable in one single market
- a) Local Products
  - b) Multinational Products
  - c) International Products
  - d) Global Products
55. Products designed to meet global segments
- a) Local Products
  - b) Multinational Products
  - c) International Products
  - d) Global Products
56. Trade mark is a .....
- a) Name
  - b) Registered brand
  - c) Symbol
  - d) Design
57. Brands owned and developed by producers are known as
- a) Manufacturer brands
  - b) Individual brands
  - c) Family brands
  - d) Dealer
58. ....brands indicate only the product category
- a) Dealer
  - b) Licensed
  - c) Generic
  - d) Individual
59. Which of the following is not a limitation of branding
- a) It is expensive
  - b) It reduces selling efforts
  - c) It promotes unfair competition
  - d) It leads to brand monopoly
60. The only revenue producing element in the marketing mix is.
- a) Product.
  - b) Price.
  - c) Place.
  - d) Promotion.



61. Brands add value for both customers and the firm by
- a) Facilitating purchase.
  - b) Establish loyalty.
  - c) Both (a) and (b).
  - d) None of these.
62. Which of the following is not a component of brand equity.
- a) Brand awareness.
  - b) Brand association.
  - c) Brand loyalty.
  - d) Brand cohorts.
63. Which is not a level of brand loyalty.
- a) Brand preference.
  - b) Brand recognition.
  - c) Brand insistence.
  - d) Brand equity.
64. Trading up is a method of product line modification by.
- a) Product line expansion.
  - b) Product line contraction.
  - c) Quality variation.
  - d) None of these.
65. Trading down is a method of product line modification by.
- a) Product line expansion.
  - b) Product line contraction.
  - c) Quality variation.
  - d) None of these.
66. Air conditioners are an example of .....goods.
- a) Brown.
  - b) White.
  - c) Red
  - d) Orange.
67. American expression for fast moving consumer goods is.....goods.
- a) Brown.
  - b) White.
  - c) Red
  - d) Orange.
68. Yellow goods include .....goods.
- a) Red & white.
  - b) White & brown.
  - c) Orange & red.
  - d) White & orange.

- 69.....goods are purchased without any planning or search effort.
- a) Staple.
  - b) Impluse.
  - c) Emergency.
  - d) None of these.
- 70.....goods are purchased on a regular basis.
- a) Staple.
  - b) Impluse.
  - c) Emergency.
  - d) None of these.
- 71.....influence product line decisions.
- a) Customer preference.
  - b) Change in demand
  - c) Product sepecialisation
  - d) All of these.
72. Rising profits is a feature of .....stage of PLC.
- a) Growth.
  - b) Introduction.
  - c) Maturity
  - d) Saturation.
73. Revival plans to reintroduce the product in more modified form is adopted in  
.....stage of PLC.
- a) Introduction.
  - b) Maturity.
  - c) Decline.
  - d) Growth.
74. After sales service is part of.
- a) Core product.
  - b) Augmented product.
  - c) Tangible product.
  - d) None of these.
75. The set of all the products a firm made available to consumers buy is called.
- a) Product line.
  - b) Product mix
  - c) Product category.
  - d) None of these.
76. Setting price on the basis of the total cost per unit is known as.....

- a) Cost Based Pricing
  - b) Demand Based Pricing
  - c) Competition Based Pricing
  - d) Value Based Pricing
77. Setting price on the basis of the demand for the product is known as.....
- a) Cost Based Pricing
  - b) Demand Based Pricing
  - c) Competition Based Pricing
  - d) Value Based Pricing
78. Setting price on the basis of the competition for the product is known as.....
- a) Cost Based Pricing
  - b) Demand Based Pricing
  - c) Competition Based Pricing
  - d) Value Based Pricing
79. Pricing method based on customer value is known as.....
- a) Cost Based Pricing
  - b) Demand Based Pricing
  - c) Competition Based Pricing
  - d) Value Based Pricing
80. Which of the following is not a method of cost based pricing
- a) Cost Plus Pricing
  - b) Marginal Cost Pricing
  - c) Differential Pricing
  - d) Target Pricing
81. Which of the following is a method of Competition Based Pricing
- a) Going Rate Pricing
  - b) Sealed Bid Pricing
  - c) Customary Pricing
  - d) All of these
82. Premium Pricing is a method of.....
- a) Cost Based Pricing
  - b) Demand Based Pricing
  - c) Competition Based Pricing
  - d) Value Based Pricing
83. When a firm sets a very low price for one or more of its products with the intention of driving its competitors out of business.

- a) Predatory Pricing
  - b) Economy Pricing
  - c) Psychological Pricing
  - d) Penetration Pricing
84. The approach used when the marketer wants the consumer to respond on an emotional, rather than rational basis
- a) Predatory Pricing
  - b) Economy Pricing
  - c) Psychological Pricing
  - d) Penetration Pricing
85. Razor manufacturer will charge a low price and recoup its margin (and more) from the sale of the only design of blades which fit the razor. This is an example of.....
- a) Predatory Pricing
  - b) Economy Pricing
  - c) Psychological Pricing
  - d) Captive Product Pricing
86. Where sellers combine several products in the same package is known as.....
- a) Psychological Pricing
  - b) Captive Product Pricing
  - c) Product Bundle Pricing
  - d) Promotional Pricing
87. Which of the following is not a factor influencing pricing policy
- a) Cost
  - b) Competitors
  - c) Business objectives
  - d) None of these
88. Which of the following are possible pricing objectives
- a) To maximise profits
  - b) To achieve a target market share
  - c) To match the competition, rather than lead the market
  - d) All of these.
89. When there is a large potential market for a product, the firm will adopt.
- a) Skimming price policy
  - b) Penetration price policy.
  - c) Premium price policy.
  - d) None of these.
90. A price reduction to buyers who pay their bills promptly is called.

- a) Trade discount.
  - b) Cash discount.
  - c) Seasonal discount.
  - d) Quality discount.
91. -----are the retailers who have no fixed place of business.
- (a) Large scale retailers
  - (b) Itinerant retailers
  - (c) Small scale retailers
  - (d) None of these
92. Departmental store is an example of
- (a) Second hand goods seller
  - (b) Large scale retailer
  - (c) Multiple shop
  - (d) None of these
93. -----are retail stores owned by a group of consumers themselves
- (a) Super Bazar
  - (b) Shopping mall
  - (c) Consumer co-operative store
  - (d) None of these
94. -----marketing uses telecommunication devices to reach prospective customers
- (a) Direct marketing
  - (b) Telemarketing
  - (c) Catalogue marketing
  - (d) All of these
95. Transport system creates----- utility.
- (a) Place utility
  - (b) Time utility
  - (c) Customer utility
  - (d) All of these
96. Warehousing creates -----utility
- (a) Product utility
  - (b) Place utility
  - (c) Time utility
  - (d) Customer utility
97. -----is a system of selling goods directly to customers through a network of self employed people

- (a) Multilevel marketing
  - (b) Whole sale marketing
  - (c) Vertical marketing
  - (d) None of these
98. Multilevel marketing is also called
- (a) Pyramid selling
  - (b) Hybrid selling
  - (c) Horizontal selling
  - (d) None of these
99. -----is called shopping by post
- (a) Self service
  - (b) Mail order Business
  - (c) Retail chain
  - (d) None of these
100. The strategy of using as many outlets as possible is called
- (a) Intensive distribution
  - (b) Cohesive distribution
  - (c) Wide distribution
  - (d) All of these
101. The best channel of distribution for Vacuum cleaner is
- (a) Direct marketing
  - (b) Mail order Business
  - (c) Self service
  - (d) None
102. -----means the set of marketing intermediaries through which the goods flow from the producer to consumer.
- (a) Channel of distribution
  - (b) Direct marketing
  - (c) Intensive distribution
  - (d) None of these
103. -----means moving of finished goods from one end of a producer to consumer.
- (a) Exchange of goods
  - (b) Transfer of goods
  - (c) Physical distribution
  - (d) None of these.
104. The word channel is derived from the French word,

- (a) Cann
  - (b) Chaan
  - (c) Canal
  - (d) None of these
105. In a small market -----is better
- (a) Three level channel
  - (b) Two level channel
  - (c) Direct marketing
  - (d) All of these
106. Sorting and grading of goods is considered as the function of
- (a) Wholesalers
  - (b) Retailers
  - (c) Managers
  - (d) None of these
107. ----- are those who obtain title to goods with a view to selling them at profit
- (a) Merchant middlemen
  - (b) Agent middle men
  - (c) Facilitators
  - (d) All of these
108. The major four elements of distribution mix are channels of distribution, transportation, Warehousing, and -----
- (a) Inventory
  - (b) Channel
  - (c) Direct marketing
  - (d) None of these
109. The three major types of non store retailing are direct selling, direct marketing and-----
- (a) Automatic vending
  - (b) Self service store
  - (c) Retail chain
  - (d) None of these
110. Which of the following is not a non store retailing ?
- (a) Kiosk marketing
  - (b) retail chains
  - (c) Direct marketing
  - (d) telemarketing

111. Direct marketing is found more suitable to which of the following products?  
(a) Agriculture products  
(b) TV  
(c) Shoes  
(d) Vacuum cleaner
112. Which company is the pioneer in the direct marketing ?  
(a) Cypla  
(b) Avon cosmetics  
(c) Johnson & Johnson  
(d) Eureka Forbs
113. -----is a system of branch shops operated under a centralized management and dealing in similar lines of goods.  
(a) Super market  
(b) Multiple shops  
(c) Self service store  
(d) None of these
114. ----- is not a vertically integrated channel  
(a) Admininisterd  
(b) Contractual  
(c) Corporate  
(d) None of these
115. ----- channel is one in which two or companies join together to exploit a marketing opportunity either by themselves or by creating an independent unit  
(a) Horizontal channel  
(b) Vertical channel  
(c) Cross channel  
(d) None of these
116. -----is not a function of wholesaler  
(a) Warehousing  
(b) Transporting  
(c) Risk bearing  
(d) None of these
117. -----is a retailer who has fixed place of business in a locality but goes on changing his place to exploit the market opportunities.  
(a) Cheap-jacks  
(b) Hawkers  
(c) Market traders  
(d) None of these



118. -----factor is not considered as an important one while selecting channel of distribution
- (a) Product
  - (b) Market factor
  - (c) Colour
  - (d) None of these
119. -----is not included in the product factor
- (a) Physical nature
  - (b) Technical nature
  - (c) Suitability
  - (d) None of these
120. The retailer sells goods in -----
- (a) Huge quantity
  - (b) Small quantity
  - (c) Not sufficient
  - (d) None of these
121. MILMA is an example of -----type of shop
- (a) Multiple shop
  - (b) Departmental store
  - (c) Super bazaar
  - (d) None of these
122. If marketing is done through information and ordering machine placed in stores, it is known as
- (a) Kiosk marketing
  - (b) Television marketing
  - (c) Tele marketing
  - (d) All of these
123. If goods directly move from producer to consumer, it is known as
- (a) One level channel
  - (b) Zero level channel
  - (c) Two level channel
  - (d) None of these
124. -----retailers open their shops on fixed days or dates in a specified area.
- (a) Hawkers
  - (b) Kiosks
  - (c) Market traders
  - (d) None of these

125. ----- are generally food stores that are much smaller in size than in supermarkets.
- (a) Convenient store
  - (b) Discount store
  - (c) Specialty store
  - (d) None of these
126. Selling includes -----
- (a) Advertising
  - (b) Transfer of title from the seller to the buyer
  - (c) Sales promotion
  - (d) None of these
127. If the product passes through a longer channel of distribution, the marketer will have to give importance to
- (a) Advertising
  - (b) Personal selling
  - (c) Direct selling
  - (d) None of these
128. If advertising give focus on a particular product or brand, it is known as
- (a) Product advertisement
  - (b) market advertisement
  - (c) Institutional advertisement
  - (d) None
129. When the advertisement is to create an image or reputation of the firm, it is a case of
- (a) Product advertisement
  - (b) Institutional advertisement
  - (c) Reminder advertising
  - (d) None
130. Advocacy advertising is also called
- (a) Support advertising
  - (b) Rapport advertising
  - (c) Cause advertising
  - (d) None of these
131. -----= advertisement stresses on comparative features of two brands
- (a) Comparative advertisement
  - (b) Complimentary advertisement
  - (c) Niche advertisement
  - (d) None of these

132. -----is not a commercial advertising
- (a) Consumer ad
  - (b) Industrial ad
  - (c) Trade ad
  - (d) Shortage ad
133. When manufacturers, wholesalers and retailers jointly share the expenditure on advertising, it is called
- (a) Joint advertising
  - (b) Co-operative advertising
  - (c) Sponsored advertising
  - (d) None of these
134. ----- refers to duplicating the brand image of one product of promote another product of the same brand.
- (a) Surrogate advertising
  - (b) Shortage advertising
  - (c) Advocacy advertising
  - (d) None of these
135. -----is not a step in advertising campaign
- (a) Market analysis
  - (b) Determining ad Objectives
  - (c) Selecting ad media
  - (d) Supply of goods
136. A good catchy phrase used and repeated often in an advertisement is -----
- (a) Idea
  - (b) Brand name
  - (c) Trade mark
  - (d) Slogans
137. USP stands for
- (a) Universal Service Provider
  - (b) Upper Service position
  - (c) Unique Selling Proposition
  - (d) None Of these
138. ----- is not a pre test to evaluate advertising effectiveness
- (a) Portfolio test
  - (b) Consumer Jury method
  - (c) Recognition test
  - (d) None of these

139. ----- is not a post test to evaluate advertising effectiveness
- (a) Real Test
  - (b) Opinion research
  - (c) Association test
  - (d) Portfolio test
140. ----- is not a consumer promotion scheme
- (a) Samples
  - (b) Advertising material
  - (c) Coupons
  - (d) Rebates
141. In ----- appeals are emotional
- (a) Consumer promotion
  - (b) Advertising
  - (c) Dealer Promotion
  - (d) All of these
142. -----is not a dealer promotion scheme.
- (a) Free goods
  - (b) Trade allowance
  - (c) Coupons
  - (d) All of these
143. ----- is not a sales force promotion scheme.
- (a) Bonus to sales force
  - (b) Slotting allowance
  - (c) Sales force contests
  - (d) None of these
144. Dealer promotion is also known as
- (a) Trade promotion
  - (b) Goods promotion
  - (c) Commerce promotion
  - (d) None of these
145. Which of the following is not an element of promotion mix
- (a) Advertisement
  - (b) Branding
  - (c) Personal selling
  - (d) Sales promotion

146. -----type of advertisement is used when the product enters into growth stage of PLC
- (a) Selective advertising
  - (b) Reminder advertising
  - (c) Primary advertising
  - (d) None of these
147. The strategy of choosing one attribute to excel to create competitive advantage is known as
- (a) Under positioning
  - (b) Unique selling proposition
  - (c) Over positioning
  - (d) None of these
148. The Concept of USP was introduced by
- (a) Rosser Reeves
  - (b) Theodore Levitt
  - (c) NH Borden
  - (d) None of them
149. Which of the following is not a sales promotion tool
- (a) Discount
  - (b) Dealer contest
  - (c) Advertisement
  - (d) Consumer contest.
150. The process of direct communication between the sales person and a prospect is called
- (a) Personal selling
  - (b) Direct marketing
  - (c) Advertising
  - (d) None of these
151. In marketing, MRP stands for
- (a) Managing public relation
  - (b) Marketing public relation
  - (c) Monitoring public relation
  - (d) none of these
152. AIDAS stands for
- (a) Attention, Interest, Desire, Action, Satisfaction
  - (b) Action, Interest, Decision , Attention, Service
  - (c) Attention, Interest, Attitude, Action, Satisfaction
  - (d) None of these

153. Any paid form of non –personal presentation of ideas, goods, or services by an identified sponsor is known as -----  
(a) Advertisement  
(b) Marketing  
(c) selling  
(d) None of these
154. -----is not a feature of advertising  
(a) It helps in stimulating sales  
(b) It may be oral or written  
(c) It reduces sales  
(d) None
155. ----- is all the written or spoken matter in an advertisement expressed in words or sentences and figures designed to convey the message.  
(a) Matter  
(b) ad medium  
(c) ad copy  
(d) none of these
156. ----- means placement of company product or products in the minds of target consumers relative to the competitive products.  
(a) Product positioning  
(b) Product display  
(c) Product expression  
(d) None of these
157. Which of the following is not a main objective of personal selling ?  
(a) generate sales  
(b) build awareness and appreciation for the product  
(c) create personal contact  
(d) none of these
158. Which of the following is a major advantage of personal selling ?  
(a) targeted message  
(b) reach and frequency  
(c) more sales  
(d) none of these
159. A major portion of the rural population consists of .....income groups.  
a) Low  
b) high  
c) medium  
d) all of these
160. Many companies are now turning their attention to .....markets.

- a) Urban
  - b) Rural
  - c) world
  - d) none of these
161. For rural marketing .....pricing is more suitable.
- a) Penetration
  - b) skimming
  - c) going rate
  - d) none of these
162. Markets popularly known as haats and shandies are .....markets.
- a) Rural
  - b) Urban
  - c) National
  - d) none of these
163. General rural markets where rural /tribal people gather once or twice a week on a fixed day to exchange/to sell their produce is called.....
- a) Regular periodic market
  - b) Seasonal market
  - c) Daily market
  - d) Rural market.
164. Markets located in the heart of the region specializing in few crops like banana, onions etc are called.....
- a) Regular periodic market
  - b) Seasonal market
  - c) Daily market
  - d) Rural market.
165. Permanent rural market with continuous trading activity is called.....
- a) Regular periodic market
  - b) Seasonal market
  - c) Daily market
  - d) Rural market.
166. White revolution refers to
- a) Aquaculture
  - b) Milk
  - c) poultry
  - d) none of these

167. Blue revolution refers to
- a) Aquaculture
  - b) milk
  - c) poultry
  - d) none of these
168. Yellow revolution refers to
- a) Aquaculture
  - b) milk
  - c) poultry
  - d) none of these
169. Moderate quality products are preferred by .....consumers.
- a) Urban
  - b) Rural
  - c) educated
  - d) none of these
170. Goods are sold in small packets in .....markets.
- a) Urban
  - b) Rural
  - c) World
  - d) none of these
171. Rural consumers are .....
- a) Price sensitive
  - b) less price sensitive
  - c) quality conscious
  - d) none of these
172. Profiling the rural market is a part of .....stage of rural marketing strategy.
- a) Planning
  - b) execution
  - c) feedback
  - d) none of these
173. Marketing research is a part of .....stage of rural marketing strategy.
- a) Planning
  - b) execution
  - c) feedback
  - d) none of these



174. ....pricing means assigning a low price tag for a product and providing the benefits of low-cost mass production to the customers.
- a) Cost plus
  - b) value
  - c) power price points
  - d) penetration
175. Price points of Re1, Rs 2,3,4 etc are used for FMCG brands is known as .....pricing
- a) Cost plus
  - b) value
  - c) power price points
  - d) penetration
176. Introducing a product at low price and increasing the price once the brand succeeds is known as ..... Pricing.
- a) Penetration
  - b) skimming
  - c) going rate
  - d) none of these
177. Smaller companies tying up with leading companies to distribute through its network is known as ..... Distribution.
- a) Syndicated
  - b) selective
  - c) exclusive
  - d) intensive
178. ....distribution system can be used to penetrate the rural market.
- a) Satellite
  - b) selective
  - c) exclusive
  - d) intensive
179. Services are .....
- a) Intangible
  - b) perishable
  - c) both a & b
  - d) none of these
180. ....refers to the way a service provider and his employees anticipate what the customers want and provide them before they ask for service to make them delighted and surprised.

- a) Proactiveness
  - b) Productivity
  - c) professionalization
  - d) none of these
181. Which of the following is not a characteristic of service marketing?
- a) Intangibility
  - b) separability
  - c) heterogeneity
  - d) perishability
182. Medical treatment with ayurvedic massage is an example of
- a) Pure tangible good
  - b) hybrid
  - c) pure service
  - d) none of these
183. Which of the following is not a services?
- a) Hospital
  - b) banking
  - c) insurance
  - d) none of these
184. Which of the following is not an element of service marketing mix?
- a) People
  - b) packaging
  - c) process
  - d) physical evidence.
185. ....is concerned with finding ways to reduce the demand temporarily or permanently.
- a) Demarketing
  - b) meta marketing
  - c) mass marketing
  - d) mega marketing
186. ....was first used by Eugene J Kelly.
- a) Demarketing
  - b) meta marketing
  - c) mass marketing
  - d) mega marketing
187. Which of the following is against marketing concept ?

- a) Demarketing
  - b) meta marketing
  - c) mass marketing
  - d) mega marketing
188. Which of the following is known as market aggregation?
- a) Demarketing
  - b) meta marketing
  - c) mass marketing
  - d) mega marketing
189. Which of the following involves targeting bulk purchasers and offering them special benefits and privileges?
- a) Frequency marketing
  - b) event marketing
  - c) viral marketing
  - d) none of these
190. Which of the following is not responsible for the emergence of relationship marketing?
- a) Growth of service economy
  - b) rapid technological advancement
  - c) an increase in the level of customer awareness and education
  - d) changing role of woman.
191. .... Is a strategy of entering into an unreceptive or blocked country and practices marketing by using economic, psychological, political and public relation skills etc in that country.
- a) De marketing
  - b) meta marketing
  - c) mass marketing
  - d) mega marketing
192. .... is also called ambush marketing.
- a) Event marketing
  - b) morph marketing
  - c) guerilla marketing
  - d) none of these
193. The basic objective behind the ..... is to add value to the product significantly for winning the customers' loyalty.
- a) Event marketing
  - b) morph marketing
  - c) guerilla marketing
  - d) none of these

194. .... is also known as buzz marketing.
- a) Word of mouth marketing
  - b) viral marketing
  - c) guerilla marketing
  - d) morph marketing
195. In Japan .....marketing is known as 'Kuchikomi'.
- a) Word of mouth
  - b) viral
  - c) guerilla
  - d) morph
196. The term ..... Marketing was coined by Steven Jurvetson in 1997.
- a) Word of mouth
  - b) viral
  - c) guerilla
  - d) morph
197. Under .....marketing every customer is treated as unique.
- a) Word of mouth
  - b) viral
  - c) guerilla
  - d) one-on-one
198. An airline working with a tour operator or a hotel group is an example of.....marketing
- a) Partnership
  - b) viral
  - c) guerilla
  - d) morph
199. Marketing to babies in the womb is .....marketing.
- a) Galimatias
  - b) viral
  - c) guerilla
  - d) morph
200. .... is the marketing of products that are regarded to be safe for the environment.
- a) Green marketing
  - b) Social marketing
  - c) Gaimatias marketing
  - d) none of these

201. A product with the ..... is a green product.
- a) Ecomark
  - b) Agmark
  - c) ISI Mark
  - d) none of these
202. ....is the marketing of a social message with a view to change behavior of people's habit.
- a) Green marketing
  - b) Social marketing
  - c) Gaimatias marketing
  - d) none of these
203. Which of the following is not an element of Social marketing mix?
- a) Product
  - b) Price
  - c) Distribution
  - d) People
204. Utilizing electronic medium in everyday business activities is known as
- a) E-marketing
  - b) E-business
  - c) E-commerce
  - d) none of these.
205. Buying and selling over the internet is known as.....
- a) E-marketing
  - b) E-business
  - c) E-commerce
  - d) none of these.
206. The marketing side of E-commerce is known as .....
- a) E-marketing
  - b) E-business
  - c) Interactive marketing
  - d) none of these
207. SEM means.....
- a) Search engine marketing
  - b) Social environment marketing
  - c) save energy marketing
  - d) none of these.
208. ....marketing refers to achieving marketing objectives through applying digital technologies such as web sites.

- a) Internet
  - b) digital
  - c) email
  - d) viral
209. Word of mouth marketing through electronic channels like email, internet etc is known as .....
- a) Internet
  - b) digital
  - c) email
  - d) viral
210. ....can be defined as convergence of branding, information dissemination and sales transactions all in one place.
- a) E-advertising
  - b) E-branding
  - c) E-commerce
  - d) E-marketing
211. Which of the following is importance of e-marketing?
- a) sell
  - b) serve
  - c) sizzle
  - d) all of these
212. ....is a low cost communication tool that can be easily tested, refined and rolled out.
- a) Opt- in- e-mail
  - b) i- TV
  - c) i- radio
  - d) i-kiosks
213. Which of the following is not an e-marketing tool?
- a) mobile phone
  - b) cinema
  - c) i- radio
  - d) i-kiosks
214. A financial instrument which can be used more than once to borrow money or buy goods and services on credit is .....
- a) debit card
  - b) credit card
  - c) smart card
  - d) none of these
215. Which of the following is not a risk in internet based transaction

- a) eavesdropping
  - b) spoofing
  - c) encryption
  - d) unauthorized action.
216. A security tool to verify the authenticity of the message and claimed identity of the sender and to verify the message integrity is
- a) encryption
  - b) firewalls
  - c) digital certificates
  - d) digital signature
217. An electronic file that uniquely identifies individuals and websites on the internet and enables secure, confidential communications.
- a) Digital signature
  - b) Digital certificates
  - c) Encryption
  - d) Firewalls
218. ....is online identity theft.
- a) Eavesdropping
  - b) Phishing
  - c) Spoofing
  - d) None of these
219. ....is not an e-payment media.
- a) Credit card
  - b) Debit card
  - c) Electronic cheque
  - d) Wallet
220. The financial exchange that takes place online between buyers and sellers is known as
- a) E-branding
  - b) E-marketing
  - c) E-advertisement
  - d) E-payment system
221. EFT means
- a) Electronic fund transfer
  - b) Efficient fund transfer
  - c) Eligible fund transfer
  - d) None of these

222. A computer based system that facilitates the transfer of money or the processing of financial transactions between two financial institutions the same day or over night is.....
- a) ETB
  - b) EFT
  - c) E-cash
  - d) E-money
223. A digital analog of various forms of payment backed by a bank or financial institution is .....
- a) ETB
  - b) EFT
  - c) E-cash
  - d) E-money
224. Which of the following is not a type of e-payment system.
- a) ETB
  - b) EFT
  - c) E-cash
  - d) None of these
225. ....involves some one masquerading as someone else.
- a) Spoofing
  - b) Unauthorized action
  - c) Eavesdropping
  - d) Phishing
226. When information about transactions is transmitted in transparent way hackers can catch the transmissions to obtain customers sensitive information. This is known as.....
- a) Spoofing
  - b) Unauthorized disclosure
  - c) Eavesdropping
  - d) Phishing
227. A competitor or an unhappy customer can alter a website so that it refuses services to potential clients. This is known as .....
- a) Unauthorized action
  - b) Unauthorized disclosure
  - c) Eavesdropping
  - d) Phishing
228. .... Is a specialized form of online identity theft.
- a) Spoofing
  - b) Unauthorized disclosure
  - c) Eavesdropping
  - d) Phishing



229. The private content of a transaction, if unprotected can be intercepted when it goes through the route over the internet is called.....
- a) Spoofing
  - b) Unauthorized disclosure
  - c) Eavesdropping
  - d) Phishing
230. ....can be used to minimize the risk of security breaches or viruses.
- a) Firewall
  - b) Backups
  - c) Encryption
  - d) Digital signature
231. ....is an electronic file that uniquely identifies individuals and web sites on the internet and enables secure confidential communications.
- a) Digital signature
  - b) Digital certificates
  - c) Secure electronic transactions
  - d) None of these.
232. ....is a security protocol based on digital certificates.
- a) Digital signature
  - b) Secure sockets layer protocol
  - c) Secure electronic transactions
  - d) None of these
233. ....is a computer crime in which criminal breaks into a computer system for exploring details of information etc.
- a) Hacking
  - b) Spoofing
  - c) Eavesdropping
  - d) Phishing

**ANSWER KEY**

1	A	43	D	85	C	127	A	169	B	211	D
2	D	44	A	86	D	128	A	170	B	212	A
3	A	45	C	87	D	129	B	171	A	213	B
4	B	46	A	88	D	130	C	172	A	214	b
5	B	47	D	89	C	131	A	173	A	215	C
6	C	48	B	90	B	132	D	174	B	216	D
7	B	49	D	91	B	133	B	175	C	217	B
8	A	50	A	92	B	134	A	176	A	218	B
9	D	51	A	93	C	135	D	177	A	219	D
10	B	52	A	94	B	136	D	178	A	220	D
11	A	53	D	95	B	137	C	179	A	221	A
12	A	54	A	96	A	138	C	180	A	222	B
13	A	55	D	97	A	139	D	181	B	223	A
14	C	56	B	98	A	140	B	182	C	224	D
15	A	57	A	99	B	141	B	183	D	225	A
16	B	58	C	100	A	142	C	184	A	226	B
17	B	59	B	101	A	143	B	185	A	227	A
18	C	60	B	102	A	144	A	186	B	228	D
19	A	61	C	103	C	145	B	187	A	229	C
20	D	62	D	104	C	146	A	188	C	230	A
21	D	63	D	105	C	147	B	189	A	231	B
22	D	64	C	106	B	148	A	190	D	232	C
23	C	65	C	107	A	149	C	191	D	233	A
24	D	66	B	108	A	150	A	192	A		
25	A	67	C	109	A	151	B	193	B		
26	C	68	B	110	D	152	A	194	A		
27	B	69	B	111	D	153	A	195	A		
28	C	70	A	112	D	154	C	196	B		
29	D	71	D	113	B	155	C	197	D		
30	D	72	A	114	D	156	A	198	A		
31	C	73	C	115	A	157	D	199	A		
32	D	74	B	116	D	158	A	200	A		
33	B	75	A	117	A	159	A	201	A		
34	B	76	A	118	C	160	B	202	B		
35	D	77	B	119	C	161	A	203	D		
36	A	78	C	120	B	162	A	204	B		
37	C	79	D	121	A	163	A	205	C		
38	B	80	C	122	A	164	B	206	A		
39	D	81	D	123	B	165	C	207	A		
40	B	82	A	124	C	166	B	208	B		
41	B	83	C	125	A	167	A	209	D		
42	C	84	D	126	B	168	C	210	A		

©

**Reserved**