

T Y B Com Marketing SEM V 2019-20

MCQ

- 1) concept of marketing starts with identifying customer wants and ends up with the satisfaction of those wants.
 - a) Marketing
 - b) Product
 - c) Production
 - d) place
- 2) Concept of marketing aims at a balance between society welfare, customer satisfaction and company's profits.
 - a) Societal
 - b) Selling
 - c) Production
 - d) exchange
- 3)concept of marketing assumes that customers will prefer those products that are widely available and are low in cost.
 - a) Production
 - b) Product
 - c) Selling
 - d) societal
- 4)strategy refers to introduction of new products in the markets.
 - a) Product development
 - b) Market development
 - c) Market penetration
 - d) Product expansion
- 5)research enables the marketer to identify the preferences customers.
 - a) Consumer
 - b) Dealer
 - c) Market
 - d) Whole saler
- 6)marketing differentiates a firm from its competitors.
 - a) Strategic
 - b) Relationship
 - c) Integrated
 - d) personal
- 7) Observation is an important method of data
 - a) Collection
 - b) Analysis
 - c) Interpretation
 - d) tabulation
- 8) Market segmentation is the activity of a marketer.
 - a) Primary
 - b) Secondary
 - c) Tertiary
 - d) forth

- 9)is an important element of Sociographic segmentation.
- a) Culture
 - b) Age
 - c) Usage rate
 - d) family
- 10)is an important element of demographic segmentation.
- a) Age
 - b) Life style
 - c) Locality
 - d) friends
- 11)marketing refers to marketing to small segment of the market.
- a) Niche
 - b) Small
 - c) Special
 - d) large
- 12)data is the first hand information collected for research.
- a) Primary
 - b) Secondary
 - c) Out-dated
 - d) government
- 13)data refers to the data which is readily available.
- a) Secondary
 - b) Primary
 - c) Outdated
 - d) Out-dated
- 14) The basis of marketing operations is the coordination of four key variables, namely : product, price, place and
- a) Promotion
 - b) Positioning
 - c) Publicity
 - d) people
- 15)refers to set of products which are offered for sale by a firm.
- a) Product mix
 - b) Product design
 - c) Product selling
 - d) pricing
- 16) At introductory stage of product life cycle, advertising is undertaken to
- a) Create awareness
 - b) Sell the product to masses
 - c) Remind the customers
 - d) advertising
- 17)is a process of extending an existing brand name to other brands.
- a) Brand extension
 - b) Brand equity
 - c) Brand image
 - d) Brand positioning
- 18) At the decline stage of product life cycle, a business firm may resort to
- a) Price cuts

- b) Aggressive advertising
 - c) Creating awareness
 - d) High price
- 19)is the perception of the brand in the minds of customers.
- a) Brand image
 - b) Brand equity
 - c) Brand loyalty
 - d) Brand quality
- 20) At the introductory stage of PLC, a business firm resorts to creating
- a) Brand awareness
 - b) Brand value
 - c) Brand history
 - d)
- 21)refers to protective covering of the product used in safely handling goods.
- a) Packing
 - b) Positioning
 - c) Branding
 - d) pricing
- 22) The main objective of advertising is to
- a) Create awareness
 - b) Increase sales
 - c) Increase profits
 - d) Increase customers
- 23)is a form of consumer – oriented promotion techniques.
- a) Exchange offers
 - b) Trade discount
 - c) Dealer conferences
 - d) Free samples
- 24)facilitates detailed information to the prospective customers.
- a) Trade fairs
 - b) Advertising
 - c) Sponsorships
 - d) Dealers conference
- 25) helps in protecting the goods from damage during transportation.
- a) Packaging
 - b) Tracking
 - c) Insurance
 - d) warehousing
- 26)is an unpaid form of promotion- mix.
- a) publicity
 - b) advertising
 - c) salesmanship
 - d) free gifts
- 27)channel is also called as 'zero-level' marketing channel.
- a) Direct
 - b) Indirect
 - c) multi-level
 - d) three level

- 28) The word ethics is derived from word 'Ethos'.
- a) Greek
 - b) German
 - c) Latin
 - d) french
- 29) Ethics is a branch of
- a) Philosophy
 - b) Psychology
 - c) Sociology
 - d) commerce
- 30) Harmful products like cigarettes are promoted through ads.
- a) Surrogate
 - b) Advocacy
 - c) Social
 - d) primary
- 31) is a consumer organization in India.
- a) CGSI
 - b) AAAI
 - c) ASI
 - d) SSS
- 32)organization assists the consumers in legal matters.
- a) Consumer
 - b) Social
 - c) Political
 - d) economical
- 33)brand is marketed by Mondelez International.
- a) Cadbury dairy milk
 - b) Mercedes
 - c) McDonald
 - d) safari
- 34) Cloner strategy is followed by market
- a) Follower
 - b) Leader
 - c) Challenger
 - d) looser
- 35) The _____ concept of marketing revolved around profit maximization.
- a) Traditional
 - b) Modern
 - c) Societal
 - d) Segmentation
- 36) _____ Concept revolves around the customers.
- a) Production
 - b) Marketing
 - c) Exchange
 - d) Selling
- 37) _____ is the oldest concept of marketing.
- a) Product

- b) Exchange
- c) Production
- d) Marketing

38) _____ concept states that the consumers will prefer products that offer the best quality, performance or innovative features.

- a) Product
- b) Exchange
- c) Selling
- d) Production

39) _____ starts with determining consumer wants and ends with the satisfaction of those wants.

Marketing

a) a)

- b) Product
- c) Selling
- d) None of the above

40) _____ is concerned with collecting information about different aspects of marketing.

- a) Promotion research
- b) Product planning
- c) Pricing research
- d) Marketing research

41) _____ gives a distinctive and a separate identity to the product.

- a) Selling
- b) Pricing
- c) Branding
- d) Research

42) _____ is a personal form of communication.

- a) Advertising
- b) Personal selling
- c) Sales promotion
- d) Public relation

43) _____ is the essence of marketing.

- a) Place
- b) Time
- c) Exchange
- d) Money

44) Sales promotion is _____ term incentives given by the seller in order to promote the sale of the product in the market.

- a) long
- b) medium
- c) standard

d) short

45) _____ is a non-personal form of mass communication.

- a) Sales promotion
- b) Personal Selling
- c) Advertising
- d) Direct Marketing

46) Test marketing means introducing a product in a _____ segment of the market.

- a) Large
- b) Small
- c) Medium
- d) urban

47) _____ marketing recognises the importance of developing long term relationship with customers.

- a) Customer Relationship
- b) Green
- c) Social
- d) Traditional

48) _____ provides information to the decision maker on marketing related issues.

- a) Segmentation
- b) Positioning
- c) MIS
- d) Targeting

49) _____ is a component of MIS.

- a) Niche Marketing
- b) Event Marketing
- c) Marketing Research
- d) Consumer behaviour

50) _____ is a social factor influencing consumer behaviour.

- a) Occupation
- b) Sub- culture
- c) Learning
- d) Family

51) Buying decision starts with _____.

- a) Need identification
- b) Information search
- c) Purchase decision
- d) Evaluating options

52) _____ relates to physical distribution of goods.

- a) Buying
- b) Marketing
- c) Retailing
- d) Logistics

53) Market research is a systematic study of _____ problems and opportunities in the market.

- a) General
- b) Universal
- c) Specific
- d) entire

54) _____ group influences attitudes and behaviour of a person.

- a) Reference
- b) Radical
- c) Royal
- d) Red cross

55) _____ plays an important role in the consumers buying decision process.

- a) Learning
- b) Segment
- c) Share Price
- d) Bank

56) In _____ segmentation , market is divided on the basis of variables such as nations, regions, cities, states, locality etc.

- a) Demographic
- b) Sociographic
- c) Geographic
- d) Psychographic

57) _____ is the study of variables of population such as age composition, gender, education and so on.

- a) Demography
- b) Sociography
- c) Geography
- d) Psychography

58) Segmentation means the process of _____ the market into smaller groups or segments.

- a) Multiplying
- b) Dividing
- c) Adding
- d) totalling

59) Developing products for the mass market is _____.

- a) Economical
- b) Cheap
- c) Expensive
- d) despicable

60) Consumers buy products with _____ buying motives.

- a) Similar
- b) Comparable
- c) Equivalent
- d) different

61) _____ is an element of demographic segmentation.

- a) Personality
- b) Age
- c) Attitude
- d) Usage rate

62) A _____ can be defined as anything that is offered for sale in the open market.

- a) Product
- b) Place
- c) Price
- d) None of the above

63) _____ is the exchange value of a product.

- a) Product
- b) Place
- c) Price
- d) Promotion

64) The _____ has various sub-variables, such as credit sale, instalment payment, discounts, gifts, terms of credit etc.

- a) Price mix
- b) Place mix
- c) Product mix
- d) Promotion mix

65) _____ includes sub-variables such as advertising, sales promotion, personal selling, public relation, publicity, direct marketing etc.

- a) Price mix
- b) Place mix
- c) Product mix
- d) Promotion mix

66) At the time of market entry low price is charged for the product under the _____ price strategy.

- a) Payment
- b) Skimming
- c) Penetration
- d) mixing

67) An appropriate marketing mix helps in achieving _____ returns with limited resources.

- a) Minimum
- b) Maximum
- c) Marginal
- d) trivial

68) Product _____ refers to the number of different products the organization offers.

- a) Width
- b) Length
- c) Depth
- d) Consistency

69) A _____ is a name and/or mark intended to identify the product of one seller and differentiate the product from competing products.

- a) Brand
- b) Packaging
- c) Label
- d) Design

70) A _____ is the actual container ,covering or wrapper to protect the product.

- a) Brand
- b) Package
- c) Label
- d) Design

71) _____ are a short catchy phrase that communicate information about the brand.

- a) Slogan
- b) Logo
- c) Characters
- d) Packaging

72) During _____ stage the product is launched in the market

- a) Inception
- b) Growth
- c) Maturity
- d) Decline

73) During _____ stage, demand for the product as well as profit increase.

- a) Inception
- b) Growth

- c) Maturity
- d) Decline

74) During _____ stage consumer start switching over to other brands.

- a) Inception
- b) Growth
- c) Maturity
- d) Decline

75) _____ stage is the stage where the demand and sales reach the saturation point.

- a) Inception
- b) Growth
- c) Maturity
- d) Decline

76) _____ When registered becomes trademark.

- a) Brand
- b) PRODUCT
- c) Trademark
- d) None of the above

77) _____ is the exchange value of product.

- a) Profit
- b) Price
- c) Investment
- d) Cost

78) Under Market _____ pricing strategy the manufacturer charges a high price for his product when it is introduced in the market.

- a) Penetration
- b) Liquidity
- c) Image
- d) Skimming

79) _____ helps in protecting the goods from damage during transportation.

- a) Packaging
- b) Insurance
- c) Branding
- d) None of the above

80) _____ gives distinct identity to the brand.

- a) Brand equity
- b) Brand Positioning
- c) Brand image
- d) Brand loyalty

81) A _____ level channel is one in which there are no intermediaries.

- a) Zero
- b) One
- c) Two
- d) Three

82) _____ is defined as “ Any paid form of non-personal presentation and promotion of ideas ,goods and services by an identified person”

- a) Personal selling
- b) Sales promotion
- c) Direct marketing
- d) Advertising

83) _____ are short-term incentives like discount,samples etc.to stimulate deman for product.

- a) Personal selling
- b) Sales promotion
- c) Direct marketing
- d) Advertising

84) _____ promotional tools are those tools which are directed towards ultimate consumer.

- a) Trade
- b) Sales force
- c) Consumer
- d) Intermediaries

85) Marketing channels form a sub-variable of _____ mix.

- a) Place
- b) Price
- c) Promotion
- d) Product

86) Marketing _____ creates time , place and promotion utilities.

- a) Plan
- b) Department
- c) Channels
- d) Ideas

87) Promotion mix is also called as _____ mix.

- a) Place
- b) Communication
- c) Price

d) Marketing

88) Advertising is _____ in nature.

- a) Non-personal
- b) Personal
- c) Special
- d) Private

89) A _____ is an assurance given about the quality of a product sold.

- a) Promise
- b) Warranty
- c) Statement
- d) Logo

90) _____ channels of distribution is an arrangement wherein two or more producers at the same level join together for marketing their products.

- a) Vertical
- b) Horizontal
- c) Multi-level
- d) None of the above

91) _____ is the component of supply chain management.

- a) Inventory management
- b) Warehousing
- c) Return of goods
- d) All of the above

92) _____ is the elements of promotion.

- a) Product
- b) Price
- c) People
- d) Advertising

93) _____ is the components of sales management.

- a) Marketing
- b) Advertising
- c) Presentation
- d) Sales planning

94) _____ is the first step in personal selling.

- a) Prospecting
- b) Approach
- c) Presentation
- d) Follow up

95) _____ are the skills required for effective selling.

- a) Communication skill
- b) Internal personal skills
- c) Physical qualities
- d) All of the above

96) _____ marketing refers to marketing of products that are environmentally safe.

- a) Societal
- b) Social
- c) Traditional
- d) Green

97) Ethical values in marketing includes _____.

- a) Honesty
- b) Fairness
- c) Transparency
- d) All the above

98) _____ is a form of digital marketing.

- a) Newspaper
- b) Mobile Marketing
- c) Guerrilla attack
- d) Magazines

99) _____ are the small firms that target small market.

- a) Leaders
- b) Nichers
- c) Followers
- d) Challengers

100) Mobile marketing includes _____.

- a) Magazines
- b) Newspaper
- c) Amazon
- d) MMS

101) Zoo zoos are advertisement characters promoted by.

- a) Airtel
- b) Jio
- c) Vodafone
- d) Idea

102) Non-conventional rural-centric media includes_____.

- a) Folk
- b) Newspaper
- c) Television
- d) Radio

103) _____ is an unethical practice in marketing.

- a) Target to children
- b) Product counterfeiting
- c) Price war
- d) All the above

104) Market _____ has a dominant position in the market.

- a) Leader
- b) Challenger
- c) Follower
- d) Nicher

105) _____ refers to online commerce transaction between business.

- a) B2B
- b) B2C
- c) C2C
- d) None of the above



Answer of MCQ, TY B Com ,Marketing , Sem V 2019-20

Ans Key

1	A	2	A	3	A	4	A
5	A	6	A	7	A	8	A
9	A	10	A	11	A	12	A
13	A	14	A	15	A	16	A
17	A	18	A	19	A	20	A
21	A	22	A	23	A	24	A
25	A	26	A	27	A	28	A
29	A	30	A	31	A	32	A
33	A	34	A	35	A	36	B
37	B	38	A	39	A	40	B
41	C	42	B	43	C	44	D
45	C	46	B	47	A	48	C
49	C	50	D	51	A	52	D
53	C	54	A	55	A	56	C
57	A	58	B	59	C	60	D
61	B	62	A	63	C	64	A
65	D	66	C	67	B	68	A
69	A	70	B	71	A	72	A
73	A	74	B	75	C	76	A
77	B	78	D	79	A	80	B
81	A	82	D	83	B	84	C
85	A	86	C	87	B	88	A
89	B	90	B	91	D	92	D
93	D	94	A	95	D	96	D
97	D	98	B	99	B	100	B
101	D	102	A	103	A	104	A
105	A						