

# **T.H.K. JAIN COLLEGE**

## **SEMESTER-2**

### **MARKETING MANAGEMENT**

#### **Multiple Choice Questions**

**1. Match the organizational objective with the marketing concept below:**

Organizational Objective	Marketing Concept
(i)Effective distribution	(a)Product Concept
(ii)Large scale selling and promotional efforts	(b)Societal Concept
(iii)Produce what consumer need	(c)Selling Concept
(iv)Product improvement	(d)Production Concept
(v)Improve society's well being	(e)Traditional Marketing Concept

**Ans:-** (i)-(e), (ii)-(c), (iii)-(d), (iv)-(a), (v)-(b)

**2. Marketing plans and programs are influenced by-**

**(a)Interest rates**

(b)Growing consumerism

(c)Family income

(d)Occupational status.

Answer: (a)

**3. In marketing "Public" means-**

(a)Customer

(b)Investors

(c)Employees

**(d)All of these**

Answer: (d)

**4. Which one of the following marketing intermediaries aid in the flow of products and services?**

(a)Retailer

(b) Wholesalers

**(c)Both (a) and (b)**

(d)Either (a) or (b)

Answer: (c )

**5. Which one of the following political and legal forces are gaining considerable importance in marketing activities and operations of business enterprise?**

**(a)Import-export policies**

(b) Money supply

(c)Gender mix

(d)Social responsibility of business

Answer: (a)



**6. Marketing environment can be classified into-**

- (a) 2**
- (b) 3
- (c) 4
- (d) 5

Answer: (a)

**7. Public transportation agencies encourage passengers to travel during lean period to avoid peak hours. It is an example of-**

- (a) Development marketing
- (b) Conversional marketing
- (c) Synchro marketing**
- (d) Remarketing

Answer: (c )

**8. Customer satisfaction is the main objective of which concept of marketing?**

- (a) Production oriented
- (b) Modern**
- (c) Sales oriented
- (d) Satisfaction oriented

Answer: (b)

**9. The mix is built up with different aspects of price determination of saleable goods and services. It refers to-**

- (a) Product mix
- (b) Price mix**
- (c) Distribution mix
- (d) Promotion mix

Answer: (b)

**10. Profitability is one of the\_\_\_\_\_ of marketing-**

- (a) Objectives**
- (b) Importance
- (c) Challenges
- (d) Scope

Answer: (a)

**11. It refers to what buyers do with a product once they have completed its consumption or use-**

- (a) Disposition phase**
- (b) Consumption phase
- (c) Acquisition phase
- (d) Final consumption phase

Answer: (a)



**12. The term consumer is used to describe how many types of consuming entities?**

- (a) 2**
- (b) 3
- (c) 4
- (d) 5

Answer: (a)

**13. Buyers and users are not always the-**

- (a) Different person
- (b) Only users of the product they buy
- (c) Same person**
- (d) Both (b) and (c)

Answer: (c )

**14. Which one of the following represents the buyer response?**

- (a) Product choice
- (b) Branch choice
- (c) Dealer choice
- (d) All of these**

Answer: (c )

**15. People are more likely to notice stimuli that relate to a current need for that they expect or that deviate from the normal. It is known as-**

- (a) Selective attention
- (b) Selective distortion
- (c) Selective exposure**
- (d) Selective retention

Answer: (c )

**16. Out of the large number of advertisement a customer is exposed, he perceives or attends to a few advertisement. It refers to-**

- (a) Selective attention**
- (b) Selective distortion
- (c) Selective exposure
- (d) Selective retention

Answer: (a )

**17. What type of luxury is water purifier?**

- (a) Private luxuries**
- (b) Public luxuries
- (c) Personal luxuries
- (d) Both (a) and (b)

Answer: (a )



**18. Market segmentation means-**

- (a )Dividing homogenous groups into heterogeneous markets
- (b)Dividing heterogeneous market into consumer markets
- (c) Dividing heterogeneous market into homogeneous groups**
- (d) Dividing homogeneous groups into open markets.

Answer: (c )

**19. How many bases are there for market segmentation?**

- (a) 2**
- (b) 3
- (c) 4
- (d) 5

Answer: (a )

**20. Match Column A with B:**

Column A	Column B
1.Coffed preference	(a)Demographic segmentation
2.Social class	(b)Geographic segmentation
3.Family life cycle, income, occupation etc.	(c)Behavioural segmentation
4.User response to a product	(d)Psychographic segmentation

**Ans:(1)-(b), (2)-(d), (3)-(a), (4)-(c)**

**21. Life Insurance Policy is-**

- (a)Consumer products
- (b) Convenience products
- (c) Specialty products
- (d)Unsought goods**

Answer: (d )

**22. Bajaj Electricals manufacture at least 20-30 types of lamps and bulbs. It is an example of –**

- (a)Width of the product mix
- (b) Length of the product mix
- (c) Consistency of the product mix
- (d) Depth of the product mix**

Answer: (d )

**23. Product mix consists of all the different –**

- (a) Product lines of the firm**
- (b) Strategies a firm adopts
- (c) Products a firm offers
- (d) Non-durables goods & services

Answer: (a )



**24. Fat and long product line is thinned out by the organization which is known as-**

- (a) Product lines variations
- (b) Simplifications
- (c) Product line contraction**
- (d) Product line expansion

Answer: (c )

**25. Changing certain characteristics of the product in such a way, that the product appears as new before the prospective group of the customers. It refers to-**

- (a) Product expansion
- (b) Product differentiation**
- (c ) Product contraction
- (d) Product variation

Answer: (b)

**26. Tata sells wrist watch in the name of 'Titan Quartz. It refers to the branding of-**

- (a) Middleman's brand
- (b) Family brand name
- (c ) Combined brand**
- (d) Individual brand

Answer: (c )

**27. What type of branding is done by Dabur, Godrej, and Philips?**

- (a) Family brand name
- (b) Individual brand name
- (c ) Combined brand name**
- (d) Corporate branding

Answer: (c )

**28. Labelling is the part of-**

- (a) Packaging**
- (b) Package
- (c ) Packet
- (d) Packing

Answer: (a )

**29. In which stage keen competition brings pressure on prices. Increasing marketing expenditure and falling prices reduces profit. It refers to the-**

- (a) Growth stage
- (b) Saturation Stage
- (c) Decline stage
- (d) Maturity stage**

Answer: (d )



**30. Which one of the following factors should be considered for the introduction of a new product?**

- (a) Marketability of the product
- (b) Durability of the product
- (c) Both (a) and (b)**
- (d) Product life cycle of the product.

Answer: (c )

**31. In which channel goods are sold through middleman?**

- (a) Indirect channel**
- (b) Direct Channel
- (c ) Private Channel
- (d) Public Channel

Answer: (a )

**32. AQUAGUARD is sold through which channel of distribution?**

- (a) Selling through distributor
- (b) Selling through agent and distributor
- (c ) Selling through dealers
- (d) Selling through agents**

Answer: (d )

**33. In which pricing the objective is to stimulate early purchase on the part of the consumer?**

- (a) Cost-oriented pricing
- (b) Psychological pricing
- (c ) Promotional pricing**
- (d) Skimming pricing

Answer: (c )

**34. In the introduction stage, the product is marketed at a low price to appeal to the price conscious customers. It refers to what type of pricing?**

- (a) Market based
- (b) Penetration pricing**
- (c ) Cost plus pricing
- (d) Marginal cost pricing

Answer: (b )

**35. An intermediary who sells to other intermediaries, usually to retailers-**

- (a) Middleman
- (b) Retailer
- (c ) Producer
- (d) Whole seller.**

Answer: (d )



**36. Any intermediary with legal authority to act on behalf of the manufacturer?**

- (a) Middleman
- (b) Whole seller
- (c ) Retailer
- (d ) Agent or Broker.**

Answer: (d )

**37. Cement is sold through which channel of distribution?**

- (a) Selling through agent
- (b) Selling through distributors**
- (c ) Selling through agent and distributors
- (d ) Selling through special agent.

Answer: (b )

**38. Handloom products are sold through which channel of distribution?**

- (a) Producers to whole seller
- (b) Selling through distributors
- (c ) producers to Retailers
- (d) Producers to consumer**

Answer: (d )

**39. The market factors affecting the choice of a distribution channel refers to-**

- (a) The existing market structure
- (b) Competitor's channels
- (c ) Nature and type of middleman
- (d) All of these.**

Answer: (d )

**40. In this case a firm in the industry initiates price changes and these price changes are so effective that other firms soon follow it. It refers to what type of pricing?**

- (a) Psychological pricing
- (b) Skimming pricing
- (c ) Penetration pricing
- (d) Leader price policy**

Answer: (d )

**41. Internet is the promotional tool of-**

- (a) Advertisement
- (b) Sales promotion
- (c) Personal selling
- (d) Direct Marketing**

Answer: (d )



**42. 'I still exist, forget me not'. The object of this advertising is to-**

- (a) Creating favorable attitude
- (b) Remind the customers**
- (c) Persuasion
- (d) Informing the customers.

Answer: (b )

**43. Tele- marketing is the type of-**

- (a) Online marketing
- (b) Social marketing
- (c) Direct Marketing**
- (d) Relationship marketing

Answer: (c )

**44. Which marketing involves calling at home or office for selling or for taking orders or responding to inquiries?**

- (a) E-mail marketing
- (b) Tele marketing**
- (c) Relationship marketing
- (d) Direct Mail marketing

Answer: (b)

**45. Infomercials, magazines, advertisements etc. are one type of-**

- (a) Online marketing
- (b) Social Marketing
- (c ) Relationship marketing
- (d) Direct Marketing.**

Answer: (b)

**46. In recent times the importance of green marketing has increased due to-**

- (a) Limited funds of companies
- (b) Limited manpower of companies
- (c) Limited natural resources**
- (d) Limited green products.

Answer: (c )

**47. Online marketing is the subset of-**

- (a) Digital marketing**
- (b) Mobile marketing
- (c ) FMCG marketing
- (d) Durable goods marketing.

Answer: (a )





**48. In which of the following cases creativity is limited-**

- (a) Advertising
- (b) Publicity**
- (c) Sales Promotion
- (d) Personal Selling.

Answer: (b )

**49. Consumerism also helps in the implementation of-**

- (a) Production oriented concept
- (b) Selling oriented concept
- (c) Societal marketing concept**
- (d) Consumer oriented concept.

Answer: (c )

**50. Compared to urban marketing rural marketing involves greater amount of efforts by the rural salesman which is known as-**

- (a) Personal efforts
- (b) Personal Selling**
- (c) Personal marketing
- (d) Both (b) and (c)

Answer: (b )

