

Objectives Type Questions -

1. Marketing is

- a) Only a function of management
- b) Function of management as well as a business philosophy
- c) It is only a business philosophy
- d) Selling goods and services

2. Marketing Included -

- a) Purchase and sales of goods
- b) Ware housing
- c) Transporting
- d) All of above

3. Marketing concept are -

- a) Old concept
- b) New concept
- c) Above 'a' & 'y'
- d) None of these

4. Marketing is defined in old concept by -

- a) Clark & clark
- b) Phillip kotler
- c) Willam J.Stanton
- d) Felton

5. Marketing concept is -

- a) Production oriented
- b) Sales oriented
- c) Customer oriented
- d) All of above

6. Old concept of marketing is-

- a) Narrow
- b) Wide
- c) Unreasonable
- d) Certain

7. Importance of marketing is to -

- a) consumer
- b) businessman
- c) manufacturers
- d) all of above

8. Money spent on advertising in marketing is

- a) Wastage
- b) Unnecessary expenditure
- c) Burden on the consumers
- d) Investment

9. Production Concept says:

- a) Consumers will prefer products that are widely available and inexpensive
- b) Consumers will prefer better products
- c) Consumers will prefer lower prices
- d) Having the goods produced in a large scale factory with assembly lines.

10. Product Concept

- a) Make more and more products available for customers
- b) Let customers select products that they want and then produce them.
- c) Products will not purchase by the consumers if they are not advertised**
- d) Consumers will favour those products that offer most quality, performance or innovative features

11. "Demographics" refers to

- a) Money consumers are willing to spend
- b) Numerical facts about a population**
- c) Numerical facts about sales
- d) None of the above

12. The group of people who create the original product before it is shipped to the stores is called the:
- Consumer
 - Designer
 - Producer
 - All of the above
 - None of the above
13. An Ultimate Consumer is one who:
- Buys products from retailers for personal use
 - Buys products and sells them to kids
 - Sells products from a retail store
 - All of the above
 - None of the above
14. Consumer behaviour is an area of marketing that examines...
- The steps that consumers go through in deciding what to buy
 - What motivates and influences consumers to buy
 - How and why consumers respond to different programs and strategies
 - All of the above
 - None of the above
15. Essential for the success of new product concept –
- Product superiority
 - Overall company fit
 - Offer economic advantage to user
 - All the above
16. Marketing is best defined as:
- matching a product with its market.
 - promoting and selling products.
 - facilitating satisfying exchange relationships.
 - distributing products at the right price to stores.
17. The marketing environment is BEST described as being:
- composed of controllable variables.
 - composed of variables independent of one another.
 - an indirect influence on marketing activity.
 - dynamic and changing.
18. A physical, concrete product you can touch is:
- a service
 - a good
 - an idea
 - a concept
 - a philosophy
19. For business marketing is-
- Compulsory
 - Necessary
 - Unnecessary
 - Luxury
20. Marketing is a –
- Single system
 - Functional activity
 - Post production activity
 - All of above
21. Object of marketing is not –
- To produce goods
 - Supply of goods from manufacturer to customer
 - Consumer research
 - Product and price policy determination
22. The following is element of marketing mix –
- Product
 - Price determination
 - Physical distribution
 - All of above
23. Internal factor of business environment is –
- Customer
 - Competitors
 - Marketing channels
 - All of above

24. Economic factor of marketing environment is -

- a) Economic condition
- b) Economic policy
- c) Fiscal policy
- d) All of above

25. Non- economic factors affect marketing environment -

- a) Fully
- b) Nothing
- c) Partly
- d) None of these

26. Social factor is-

- a) Caste system
- b) Class system
- c) Social tradition
- d) All of above

27. Cultural factor is

- a) Literacy
- b) Thinking level of society
- c) Art & literature
- d) All of above

28. Consumer behaviour is studies in -

- a) Production
- b) Purchasing
- c) Marketing
- d) All of above

29. Study of consumer behaviour is done by -

- a) Chief manager
- b) Purchase manager
- c) Marketing manager
- d) Advertising agency

30. Participants are purchasing process -

- a) Influencers
- b) Buyers
- c) Users
- d) All of above

31. Stages of buyer decision process -

- a) Need recognition
- b) Pre purchase information research
- c) Evaluation of alternatives
- d) All of above

32. Important points arefor the study of consumers behaviour -

- a) 4
- b) 5
- c) 6
- d) Many

33. When does the consumers purchase ? is _____stage of consumers behaviour study -

- a) First
- b) Second
- c) Third
- d) Final

34. Consumer behaviour is -

- a) Part of human behaviour
- b) Changeable
- c) Different
- d) All of above

35. Market segmentation means -

- a) Division of small markets
- b) Division of whole markets
- c) Division of homogenous markets
- d) Division of heterogeneous markets

36. _____ is the process of evaluating each market segment's attractiveness and selecting one or more segments to enter.

- a. Mass marketing
- b. Market segmentation
- c. Market targeting
- d. Market positioning

37. Setting the competitive positioning for the product and creating a detailed marketing mix is called:

- a) Mass marketing. c) Market segmentation.
b) Target marketing. d) **Marketing positioning.**

38. Market segmentation can be carried out at several different levels. Which of the following **WOULD NOT BE** among these levels?

- a. micromarketing c. **competition marketing**
b. segment marketing d. niche marketing

39. Another word for complete segmentation is:

- a. macromarketing. c. niche marketing.
b. **micromarketing.** d. mass marketing.

40. For most of the 20th century, firms practiced which of the following forms of marketing?

- a. **mass marketing** c. niche marketing
b. micromarketing d. segment marketing

41. Which one in the following is parent company of brand – TIDE :-

- a) P & G c) ADITYA BIRLA
b) HUL d) TATA

42. KITKAT brand belongs to –

- a) Cadbury c) Chicago
b) Nestle d) Kraft

43. Johnson and Johnson company targeted which type of customer group –

- a) Specialised c) Ordinary
b) Common d) Premium

44. FEVICOL – the adhesive brand belongs to –

- a) Kellogs c) Burger
b) Pidilite d) Asian paints

45. Which company owns Santoor, Glucovita and Baby Soft soap brands?

- A.Hindustan Lever Limited C.Procter & Gamble
B.Wipro D.Godrej Consumer Products

46. Which company owns Milki Bar?

- A.Cadbury C.HUL
B.Amul D.Nestle

47. Which company produces “Eno”?

- A.Ranbaxy C.Cadlia
B.Glaxo Smithkline D.Johnson & Johnson

48.Which company owns the brand “Medikar”

- A.Nestle C.Marico
B.HUL D.P&G

49. Baygon is a product of which company?

- A.Reckitt & Colman C.Reckitt Benckiser
B.HUL D.Bayer

50. “Real” juice is a product of which company?

- A. Dabur C. Hamdard
B. Parle D. Pepsico