

BC2C02 MARKETING MANAGEMENT– QUESTION BANK

1. Marketing is a
 - a. Goal oriented
 - b. Social process
 - c. Exchange process
 - d. All of these
2. Which of the following is not included in the function of physical supply
 - a. Standardization
 - b. Transportation
 - c. Storage
 - d. Packaging
3. The group of elements price, product , promotion and place constitute
 - a. Market mix
 - b. Marketing mix
 - c. Product mix
 - d. Promotion mix
4. All forces or factors that affect marketing policies, decision, and operation of a business constitute.
 - a. Marketing mix
 - b. Marketing management
 - c. Marketing control
 - d. None of these
5. If a company is busy with defending its existing market against the competitors, it is engaged in
 - a. Conventional marketing
 - b. Developmental marketing
 - c. Maintenance marketing
 - d. Remarketing
6. An oil marketing company in its ad asks consumers to save oil. It is engaged in
 - a. Maintenance marketing
 - b. Remarketing
 - c. Developmental marketing
 - d. De marketing
7. Cultural factors consists of culture, subculture and -----
 - a. Social influence
 - b. Social class
 - c. Both of them
 - d. None of them
8. Crocin, an OTC drug, follow which approach
 - a. Product variety marketing

- b. Target marketing
 - c. Mass marketing
 - d. Micro marketing
9. Who has introduced the concept of market segmentation
- a. Rosser reeves
 - b. NH Borden
 - c. Wendel R Smith
 - d. None of them
10. Who has coined the term USP?
- a. Rosser reeves
 - b. Peter drucker
 - c. Theodore levitt
 - d. None of them
11. Which of the following is not part of demographic segmentation?
- a. Age
 - b. Interest and activity
 - c. Income
 - d. Education
12. The way a product is defined by consumers on important attributes is called
- a. Position
 - b. Segment
 - c. Target
 - d. Strategy
13. When coca-cola produced only one drink for the whole market, it was practicing which marketing strategy
- a. Mass marketing
 - b. Product variety marketing
 - c. Target marketing
 - d. Demand marketing
14. Dividing buyers into groups based on their knowledge, attitude, uses or responses to a product is called.
- a. Geographic segmentation
 - b. Demographic segmentation
 - c. Psychographic segmentation
 - d. Behavioral segmentation.
15. Perception is a selective process directed by
- a. Social influences on the consumer
 - b. Advertising
 - c. Consumers current predisposition and attitudes
 - d. Product price
16. Product that consumers buy regularly with little effort are called
- a. Shopping product

- b. Convenience products
 - c. Impulse products
 - d. Consumer products
17. Products that consumers buy after comparing suitability, quality, price etc of different brands are called.
- a. Convenience products
 - b. consumer products
 - c. Shopping products
 - d. None of these.
18. Products that the consumer purchases frequently after comparing suitability, quality, price and style are called
- a. Convenience products,
 - b. Shopping products
 - c. Speciality products
 - d. Consumer products
19. Product that have special features for which buyers make special efforts to buy are called
- a. Shopping products
 - b. Emergency products
 - c. Specialty product
 - d. None of these.
20. The most basic level of a product is called
- a. Core product
 - b. Actual product
 - c. Basic product
 - d. Fundamental product
21. After sale service is a part of
- a. Core product
 - b. Augmented product
 - c. Tangible product
 - d. None of these
22. A brand created and owned by the producer of a product or service is called
- a. Private brand
 - b. Manufactured brand
 - c. Store brand
 - d. Licensed brand
23. Which of the following is not a level of brand loyalty
- a. Brand recognition
 - b. Brand preference
 - c. Brand equity
 - d. Brand insistence
24. Which of the following is not a stage in the PLC
- a. Introduction

- b. Activation
 - c. Decline
 - d. Maturity
25. The stage in the PLC when sales growth is slow is called
- a. Maturity
 - b. Growth
 - c. Product development
 - d. Introduction
26. In consumer goods which is described as a silent salesman
- a. Price
 - b. Advertisement
 - c. Packaging
 - d. Sales promotion
27. The term product concept was first used by
- a. Theodore levitt
 - b. Peter drucker
 - c. EJ Mc Carthy
 - d. None of them
28. The consumer does not know whether to buy thoothpaste, mouthwash, or an antiseptic gargle, or some mint. It suggests that he want to seek
- a. Tangible benefits
 - b. Intangible benefits
 - c. Augmented product
 - d. Single product with multiple features
29. Which of the following products is add one out
- a. Rice
 - b. Car
 - c. Vegetable
 - d. Curd
30. Which of the following is not a stage in the new product development
- a. Generating product ideas
 - b. Screening ideas
 - c. Grading
 - d. Market testing
31. The only revenue producing element in the marketing imix is
- a. Product
 - b. Price
 - c. Place
 - d. Promotion
32. 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
33. A price reduction to buyers who pay their bills promptly is called
- a. Trade discount
 - b. Cash discount
 - c. Seasonal discount
 - d. Quantity discount
34. Price is value for
- a. Sellers
 - b. Customers
 - c. Both sellers and customers
 - d. None of these.
35. Which of the following is the largest retail enterprise in the world
- a. K mart
 - b. Walmart
 - c. Shoppers shop
 - d. None of these
36. Which of the following is not a none store retailing
- a. Telemarketing
 - b. Direct marketing
 - c. Kiosk marketing
 - d. Retail chains
37. Direct marketing is found more suitable to which of the following products
- a. Agricultural products
 - b. TV
 - c. Shoes
 - d. Vacuum cleaner
38. Which company is the pioneer in direct marketing
- a. Johnson and Johnson
 - b. Eureka forbes
 - c. Avon cosmetics
 - d. Cypla
39. How do manufactures reach directly to customers
- a. Factory outlet
 - b. Wholesalers
 - c. Independent retailers
 - d. None of these
40. Which of the following is not a form of direct marketing
- a. Catalogue marketing
 - b. Telemarketing
 - c. Personal selling
 - d. Direct mail

41. Which of the following is not an element of promotion mix?
- Branding
 - Advertisement
 - Sales promotion
 - Personal selling
42. The type of advertisement used when the product enters into growth stage of PLC is known as
- Reminder advertising
 - Primary advertising
 - Selective advertising
 - None of these
43. The strategy of choosing one attribute to excel to create competitive advantage is known as
- Unique selling proposition
 - Under positioning
 - Over positioning
 - Confused positioning
44. The concept of UPS was introduced by
- Theodore levitt
 - NH borden
 - Rosser reeves
 - None of them
45. Which of the following is not a sales promotion tool
- Advertisement
 - Discount
 - Dealer contest
 - Consumer contest
46. Which of the following is not a tool of consumer promotion
- Samples
 - Discounts
 - Coupons
 - Buying allowance
47. The process of direct communication between the sales person and a prospect is called
- Direct marketing
 - Personal selling
 - Advertising
 - None of these
48. MPR stands for
- Managing public relation
 - Measuring public relation
 - Marketing public relation
 - Monitoring public relation
49. For a small audience the most suitable promotion tool is
- Trade promotion

- b. Personal selling
 - c. Advertising
 - d. Publicity
50. What is the similarity between direct marketing and personal selling
- a. Simplifying transactions
 - b. Answering customer enquiries
 - c. Building better customer relationship
 - d. Building company image
51. Which of the following is not a characteristics of service marketing
- a. Intangibility
 - b. Seperability
 - c. Heterogeneity
 - d. Perishability
52. Medical treatment with ayurvedic massage is an example of
- a. Pure tangible good
 - b. Hybrid
 - c. Pure service
 - d. None of these
53. Which of the following is not a service
- a. Hospital
 - b. Banking
 - c. Insurance
 - d. None of these.
54. Which of the following is not an e marketing tool?
- a. I – radio
 - b. Mobile phone
 - c. I kiosks
 - d. Cinema
55. 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 these
56. Which of the following is not a risk in internet based transaction
- a. Eavesdropping
 - b. Spoofing
 - c. Encryption
 - d. Unauthorized action
57. 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 certificate
 - d. Digital signature
58. Segmentation on the basis of values and attitudes and behavioral patterns is an example of
- a. geographic location
 - b. cultural factors
 - c. economic factors
 - d. political and legal factors
59. Targeting affluent customers with luxurious goods is an example of
- a. geographic segmentation
 - b. income segmentation
 - c. psychographic segmentation
 - d. behavioral segmentation
60. Segmentation of international markets on the basis of monetary regulations is an example of
- a. geographic location
 - b. cultural factors
 - c. economic factors
 - d. political and legal factors
61. The customer market division done on the basis of 'compulsive, ambitious and outgoing customers' classified as
- a. geographic segmentation
 - b. demographic segmentation
 - c. psychographic segmentation
 - d. behavioral segmentation
62. The way the product is defined by consumers on important attributes is called _____.
- a. market segmentation
 - b. image psychology
 - c. product position
 - d. market targeting
63. Product differentiation can be along all of the following lines EXCEPT:
- a. consistency.
 - b. durability.
 - c. reliability.
 - d. competitive parity.
64. Gaining competitive advantage through speedy or careful delivery is an example of which type of differentiation?
- a. product
 - b. services
 - c. personnel

- d. image
65. A brand's _____ is the full positioning of the brand—the full mix of benefits upon which it is positioned.
- a. distinctive proposition
 - b. preemptive proposition
 - c. value proposition
 - d. superior proposition
66. The first step in the market segmentation process is to.
- a. Position offer in the market
 - b. Segment in the market
 - c. Target market
 - d. Define the market
67. What does the term PLC stands for?
- a. Product life cycle
 - b. Production life cycle
 - c. Product long cycle
 - d. Production long cycle
68. The personal selling step in which the sales person asks for an order to the customer is classified as
- a. shipper approach
 - b. handling shipment
 - c. closing
 - d. follow up
69. The sales force structure in which a sales representatives works to sell specific items of product line is classified as
- a. indirect sales force structure
 - b. territorial sales force structure
 - c. customer sales force structure
 - d. product sales force structure
70. The third step in personal selling process after completion of pre-approach step is to
- a. prospecting and qualifying
 - b. handling objections
 - c. approach
 - d. presentation and demonstration
71. The pricing strategy used to set prices of the products that are must be used with the main product is called
- a. optional product pricing
 - b. product line pricing
 - c. competitive pricing
 - d. captive product pricing
72. The new product pricing strategy through which the companies set lower prices to gain large market share is classified as
- a. optional product pricing

- b. skimming pricing
 - c. penetration pricing
 - d. captive product pricing
73. The pricing strategy in which prices are set lower to actual price to trigger short term sales is classified as
- a. promotional pricing
 - b. short term pricing
 - c. quick pricing
 - d. cyclical pricing
74. The pricing strategy in which company divides location into different sectors and charge same price for each sector is classified as
- a. freight on board origin pricing
 - b. zone pricing
 - c. basing point pricing
 - d. uniform delivered pricing
75. The kind of reduction made to those buyers who buy large volumes of products is classified as
- a. cash discount
 - b. seasonal discount
 - c. functional discount
 - d. quantity discount
76. An idea for a possible product that the company will offer is classified as
- a. product idea
 - b. product image
 - c. customer management
 - d. none of the above
77. The major sources of ideas for product development comes from
- a. internal sources
 - b. external sources
 - c. product lines extension
 - d. both a and b
78. The products such as "VHS tapes" are examples of
- a. product classes
 - b. product forms
 - c. branding
 - d. product perception
79. In the new product development process, after the analysis of business the next step to be taken is
- a. test marketing

- b. One channel marketing
 - c. penetration marketing
 - d. individual marketing
80. When the new developed product concept is tested, the next immediate step is to
- a. develop market strategy
 - b. develop a testing technique
 - c. develop intermediaries
 - d. develop logistic network
81. The detailed stated version of shortlisted new ideas in meaningful consumer terms is best classified as
- a. product concept
 - b. production phase
 - c. production screening
 - d. raw-material screening
82. The customers in growth stage of life cycle of products are classified as
- a. innovators
 - b. early adopters
 - c. middle majority customers
 - d. laggards
83. The profits related to the new product in its introductory stage are
- a. negative
 - b. continuously rising
 - c. higher
 - d. declining
84. The way the consumers feel or perceive towards an actual product or potential market offering is called
- a. sales concept
 - b. product idea
 - c. product image
 - d. customer management
85. In PLC stages, the stage in which sales and profits declines is called
- a. decline stage
 - b. less improved stage
 - c. product maturity stage
 - d. non-innovative stage
86. In PLC stages, the stage in which the company's investment costs mount is classified as
- a. testing stage
 - b. development stage
 - c. buying stage
 - d. merger stage

87. The fourth step in process of new product development is
- developing marketing strategy
 - developing production schedule
 - developing introductory test
 - developing new candidate's pool
88. The stage of product life cycle in which the product has achieved acceptance from its potential buyers is called
- maturity stage
 - productive stage
 - improved market stage
 - profit achieved stage
89. In the 'maturity stage of product life cycle' the cost per customer is
- high
 - low
 - average
 - moderate
90. The most successful products are those which are
- differentiated
 - solve customer problems
 - offering customer value proposition
 - all of above
91. The number of competitors in the decline stage of product life cycle are
- few
 - continuously growing
 - stable but begins declining
 - declining in number
92. The PLC concept which consists of longest life cycles is classified as
- product classes
 - product forms
 - branding
 - product perception
93. The retail stores such as Best Buy, Staples and Pet Smart are examples of
- superstore
 - outbound stores
 - inbound stores
 - intensive stores
94. The marketing channel that involves one or more intermediaries to made their products available to final buyers is classified as
- flexible channel

- b. static channel
 - c. direct channel
 - d. indirect channel
95. The process which involves controlling, implementing and planning the materials and final goods to meet final customer at high profits is classified as
- a. exclusive distribution
 - b. exclusive dealing
 - c. physical distribution
 - d. supply chain management
96. The independent service provider of logistics who can do all the functions required by clients is classified as
- a. public held logistic provider
 - b. privately held logistic provider
 - c. Third party logistics provider
 - d. single part logistics provider
97. If the company B sell its products through retailers and wholesalers then the channel used by company B is classified as
- a. direct channel
 - b. indirect channel
 - c. flexible channel
 - d. static channel
98. The total number of level of intermediaries represent the
- a. width of channel
 - b. length of channel
 - c. divisors of channel
 - d. flexibility of channel
99. The disagreement between different marketing channel regarding the roles, rewards and goals is called
- a. channel conflict
 - b. marketing conflict
 - c. direct conflict
 - d. indirect channel conflict
100. The vertical marketing system in which different stages of production and distribution coordinates through capacity of one of parties is classified as
- a. full time VMS
 - b. contractual VMS
 - c. administered VMS
 - d. corporate VMS
101. The forms of direct marketing includes

- a. direct mail marketing
- b. catalog marketing
- c. personal selling
- d. all of above

102. The kind of direct marketing by which an offer, reminder or announcement is sent to people at specific virtual or physical address is called

- a. direct mail marketing
- b. kiosk marketing
- c. catalog marketing
- d. premium marketing

103. The companies that practice online marketing into their traditional operations are classified as

- a. premium companies
- b. direct companies
- c. click only companies
- d. click and mortar companies

104. Which concept of marketing is product oriented?

- a. old concept of marketing
- b. modern concept of marketing
- c. entity concept of business
- d. all of these

ANSWER KEY

Q. NO	ANSWER	Q. NO	ANSWER	Q. NO	ANSWER	Q. NO	ANSWER
1	D	27	C	53	D	79	A
2	A	28	A	54	D	80	A
3	B	29	B	55	B	81	A
4	B	30	C	56	C	82	B
5	C	31	B	57	D	83	A
6	D	32	B	58	B	84	C
7	B	33	B	59	B	85	D
8	C	34	C	60	D	86	B
9	C	35	B	61	C	87	A
10	A	36	D	62	C	88	A
11	B	37	B	63	D	89	B
12	A	38	B	64	B	90	D
13	A	39	A	65	C	91	D
14	D	40	C	66	D	92	A
15	C	41	A	67	A	93	A
16	B	42	C	68	C	94	D
17	C	43	A	69	D	95	C
18	D	44	A	70	C	96	D

19	C	45	A	71	D	97	B
20	A	46	D	72	C	98	B
21	B	47	B	73	A	99	A
22	B	48	C	74	B	100	C
23	B	49	B	75	D	101	D
24	C	50	C	76	A	102	A
25	B	51	B	77	D	103	D
26	D	52	C	78	B	104	A

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