



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

Question Bank
Class:-TYBCOM
Semester: V
Subject: Commerce-V

- 1 Marketing mix of a product comprises of _____.
- A Product, price, package, promotion
- B Product, price, place, promotion
- C Product, price, service, promotion
- D Product, price, demotion, promotion
-
- 2 _____ means aiming at balance between profits + customer satisfaction +public interest.
- A Societal interest
- B Goodwill
- C Organizational objective
- D Marketing mix
-
- 3 When the performance exceeds customer expectation, customers are _____.
- A Happy
- B Satisfied



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

- C Sad
- D Delighted
- 4 Professional marketers are _____ in decision making.
- A Active
- B Proactive
- C Reactive
- D Excited
- 5 Entering new markets with the existing products is called as _____ strategy.
- A Product development
- B Market penetration
- C Market development
- D Product penetration
- 6 As per the evolution of marketing, _____ concept states that the success of the organization largely depends on customer satisfaction.
- A Production
- B Exchange
- C Selling
- D Marketing



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

7

The marketing process involves distributing the product at the right_____.

- A Price
- B Place
- C Location
- D Customer

8 Market development means _____.

- A Entry into new markets
- B Increase in marketing activities in the existing market
- C Developing new products for existing markets
- D Developing new products for new markets

9 Increase in marketing activities in the existing market is called as _____ strategy.

- A Product development
- B Market penetration
- C Market development
- D Product penetration

10 Developing new products for existing/ new markets is called as _____ strategy



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

A Product development

B Market penetration

C Market development

D Product penetration

11 Product development means _____.

A Developing new products for existing/ new markets

B Diving the market into segments

C Entry into new markets

D Increase in marketing activities in the existing market

12 Market penetration means _____.

A Developing new products for existing/ new markets

B Diving the market into segments

C Entry into new markets

D Increase in marketing activities in the existing market

13 When product performance matches with customer expectation, the customers are _____.



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

A Excited

B Dissatisfied

C Confused

D Satisfied

14 _____ means repeated purchase from satisfied customers.

A Brand building

B Brand loyalty

C Brand equity

D Brand perception

15 As per the evolution of marketing, _____ assumes customers will accept products of any quality available in the market.

A The exchange concept

B The societal concept

C The product concept

D The marketing concept

16 As per the evolution of marketing, _____ assumes that those products are aggressively promoted with the help of publicity, advertising, salesmanship and sales promotion.

A The exchange concept

B The societal concept

C The sales concept



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

D The marketing concept

17 _____ is a process adopted by a firm to differentiate itself from its competitors by providing superior value to its customers rather than just achieving the firm's objectives.

- A Traditional marketing
- B Strategic marketing management
- C Market segmentation
- D Brand loyalty

18 A customer is dissatisfied when _____.

- A the product performance is below customer expectation
- B the product performance matches with customer expectation
- C the product performance exceeds customer expectation
- D the product performance exceeds very much more than customer expectation

19 _____ is a process of extracting data from a large chunk of raw data for purpose of effective decision making. It is used in various fields of business-insurance, banking, retail, communication, etc.

- A Data warehousing
- B Data mining



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

C Data reviewing

D Data entry

20 _____ is the first step of consumer buying behaviour.

A Need identification

B Information search

C Listing of alternatives

D Purchase decision

21 Product, Price. Place & Promotion are _____ factors influencing consumer behaviour.

A Marketing

B Personal

C Situational

D Cultural

22 A customer is astonished when _____.

A the product performance is below customer expectation

B the product performance matches with customer expectation

C the product performance exceeds customer expectation



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

- D the product performance exceeds very much more than customer expectation
- 23 A customer is delighted when _____.
- A the product performance is below customer expectation
- B the product performance matches with customer expectation
- C the product performance exceeds customer expectation
- D the product performance exceeds very much more than customer expectation
- 24 A customer is satisfied when _____.
- A the product performance is below customer expectation
- B the product performance matches with customer expectation
- C the product performance exceeds customer expectation
- D the product performance exceeds very much more than customer expectation
- 25 Brand equity is _____.



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

- A repeated purchases of the brand by satisfied customers
- B the incremental value of the brand above its physical assets
- C recommendations of the brand by satisfied customers
- D perception of the brand

26 Brand image is _____.

- A repeated purchases of the brand by satisfied customers
- B the incremental value of the brand above its physical assets
- C recommendations of the brand by satisfied customers
- D perception of the brand

27 The main objective of advertising is _____.

- A to create a positive image of the product
- B to generate sales
- C to create awareness of the product
- D to conduct consumer research



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

28

Introduction of new _____ helps to generate goodwill in the market, which in turn expands the business.

- A product designs
- B television advertisements
- C celebrity endorsements
- D discount offers

29 In Marketing Information System, _____ component includes data regarding costs, sales, profit, etc.

- A Marketing intelligence system
- B Internal records
- C Marketing research
- D Marketing decision support systems

30 In Marketing Information System, _____ component includes data competitors, marketing trends, suppliers, etc.

- A Marketing intelligence system
- B Internal records
- C Marketing research
- D Marketing decision support systems



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

31

In Marketing Information System, _____ component is a set of statistical tools and decision models.

- A Marketing intelligence system
- B Internal records
- C Marketing research
- D Marketing decision support systems

32 In Marketing Information System, the component Marketing decision support system is _____.

- A a set of statistical tools and solution models
- B data of competitors, marketing trends, suppliers, etc.
- C research to solve specific problems
- D data of sales, costs, cash flows, etc.

33 In Marketing Information System, the component Internal records is _____.

- A a set of statistical tools and decision models
- B data of competitors, marketing trends, suppliers, etc.
- C research to solve specific problems



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

D data of sales, costs, cash flows, etc.

34 In Marketing Information System, the component Market intelligence system is

_____.

A a set of statistical tools and decision models

B data of competitors, marketing trends, suppliers, etc.

C research to solve specific problems

D data of sales, costs, cash flows, etc.

35 The Product concept assumes _____.

A that consumers will prefer those products that offer high quality an performance

B that consumers will prefer those products which are aggresively promoted with the help of publicity, advertising, salesmanship and sales promotion

C that the success of the organization largely depends on customer satifaction

D that customers will prefer those products that are widely available and are or lower price

36 The Marketing concept assumes _____.



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

- A that consumers will prefer those products that offer high quality an performance
- B that consumers will prefer those products which are aggressively promoted with the help of publicity, advertising, salesmanship and sales promotion
- C that the success of the organization largely depends on customer satisfaction
- D that customers will prefer those products that are widely available and are or lower price
- 37 The Selling concept assumes _____.
- A that consumers will prefer those products that offer high quality an performance
- B that consumers will prefer those products which are aggressively promoted with the help of publicity, advertising, salesmanship and sales promotion
- C that the success of the organization largely depends on customer satisfaction
- D that customers will prefer those products that are widely available and are or lower price
- 38 The Production concept assume _____.
- A that consumers will prefer those products that offer high quality an performance
- B that consumers will prefer those products which are aggressively promoted with the help of publicity, advertising, salesmanship and sales promotion



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

- C that the success of the organization largely depends on customer satisfaction
- D that customers will prefer those products that are widely available and are or lower price
- 39 In Marketing research, _____ research is related to features and packaging.
- A product
- B promotion
- C pricing
- D place
- 40 In Marketing research, _____ research means conducting publicity, advertising, etc.
- A product
- B promotion
- C pricing
- D place
- 41 In Marketing research, _____ research means covering areas of channels of distribution, compensation to intermediaries, etc.
- A product
- B promotion
- C pricing



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

D place

42 _____ is not a primary method of data collection.

- A Survey/ Interview
- B Observation
- C Newspaper articles
- D Experimentation

43 Age, gender, education, income level are called as _____ factors influencing Consumer Behaviour.

- A Marketing
- B Personal
- C Psychological
- D Situational

44 In Consumer behaviour, Psychological factors can be termed as _____,

- A product, price, place, promotion
- B culture, sub-culture
- C learning, attitude, motives, perception
- D physical surroundings, social surroundings, time



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

- 45 In Behavioral segmentation, _____.
- A buyers are divided in to groups based on different aspects of population
 - B buyers are divided in to groups based on area
 - C buyers are divided in to groups based on their life syle and personality
 - D buyers are divided in to groups based on their response to the products
- 46 In Psychographic segmantation, _____.
- A buyers are divided in to groups based on different aspects of population
 - B buyers are divided in to groups based on area
 - C buyers are divided in to groups based on their life syle and personality
 - D buyers are divided in to groups based on their response to the products
- 47 Put the following steps od Data Mining process in the right order:
1. Collection of data and laoding it into warehouse
 2. Provide data access to business analytics
 3. Store and manage data in databases



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

4.

End user represents data in understandable form

5. Application software sorts the data as per requirements

- A 1-2-3-4-5
- B 1-3-2-5-4
- C 1-3-4-5-2
- D 1-3-5-2-4

48 In buying decision process, consumers can search information from various sources. Marketing sources means _____.

- A publicity, internet and industry reports
- B internal sources
- C advertisements and promotional material
- D consulting family and friends

49 In buying decision process, consumers can search information from various sources. Group sources means _____.

- A publicity, internet and industry reports
- B internal sources
- C advertisements and promotional material
- D consulting family and friends



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

Unit I

50 The _____ concept of Marketing contains four elements: Integrated marketing, Relationship marketing, Internal marketing, Performance marketing.

- A Relationship
- B Holistic
- C Societal
- D Selling

51 _____ is a company wide electronic database of detailed customer information.

- A Database
- B Data warehouse
- C Data mining
- D Data network

52 _____ techniques are used to examine the mounds of data to find out interesting facts of the customers.

- A Database
- B Data warehouse
- C Data mining
- D Data network

53 When airlines offer special discount for frequent fliers it is _____.



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

- A One to one marketing
- B After sales service
- C Loyalty programs
- D Priority customer programs
-
- 54 Professional business forms place lot of emphasis on _____.
- A One to one marketing
- B After sales service
- C Loyalty programs
- D Priority customer programs
-
- 55 The firms that treat their customers as partners adopt _____ marketing.
- A One to one
- B After sales service
- C Loyalty programs
- D Priority customer programs
-
- 56 Customer service agents usually need good _____ skills.
- A Leadership
- B Behavioural
- C Communication



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

D Marketing

57 The definition "CRM is concerned with managing detailed information about individual customers and all customer "touch points" to maximize customer loyalty" is given by _____.

- A William Stanton
- B American Marketing Association
- C Philip Kotler and Gary Armstrong
- D Henri Fayol

58 The segments which a company intends to serve are called _____ segmentation.

- A Target market
- B Single segment
- C Concentration
- D Specialisation

59 The five patterns of target market selection was first presented by _____.

- A Philip Kotler
- B Henri Fayol
- C George Terry
- D D.F. Abell



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

- 60 When a company selects single market segment and offers several products to satisfy that segment it is called as _____.
- A Single segment concentration
 - B Selective specialisation
 - C Undifferentiated marketing
 - D Market specialisation
- 61 When a company selects several segments and offers several products to each of the segments it is called as _____.
- A Selective specialisation
 - B Product specialisation
 - C Market specialisation
 - D Full market coverage
- 62 When a company selects several segments and offers a specific single product to such segments it is called as _____.
- A Product specialisation
 - B Selective specialisation
 - C Market specialisation
 - D Single segment concentration
- 63 When a company selects all the segments of the markets and offers several products to them it is called as _____.
- A Product specialisation



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

B Market specialisation

C Full market coverage

D Full specialisation

64 The five patterns of target market selection was later popularized by _____.

A Henri Fayol

B Philip Kotler

C George Terry

D Gary Armstrong

Unit II

65 _____ popularised the four factor classification of marketing mix.

A Philip Kotler

B Williams Stanton

C Jerome McCarthy

D William Schoell

66 _____ strategy involves marketing efforts to induce dealers to stock and promote the product to end users.

A Promotion

B Push

C Pull



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

D Advertising

67 A _____ strategy involves marketing efforts directed at end-users to induce them to demand the product from the dealers.

- A Promotion
- B Push
- C Pull
- D Advertising

68 _____ aims at creating and maintaining a distinct image of the brand in the minds of target customers.

- A Servicing
- B Advertising
- C Packaging
- D Product positioning

69 _____ consists of advertising, sales promotion, Public Relations, publicity, personal selling etc.

- A Marketing
- B Promotion mix
- C Branding
- D Servicing



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

70

The structure and layout of the building in which the service firm is located would be a _____ element of services marketing mix.

- A People
- B Process
- C Physical evidence
- D Place

71 At the _____ stage, more emphasis may be placed on promotion and distribution elements.

- A Introduction
- B Decline
- C Maturity
- D Growth

72 _____ is undertaken to come up with innovative designs and to modify the designs of existing products.

- A Research and development
- B Marketing research
- C Product mix
- D Product design

73 _____ is undertaken to identify customer's preferences.

- A Research and development



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

- B Marketing research
- C Product mix
- D Product design

74 European Union insists that labelling must be done in at least _____ major languages spoken in European Union.

- A 3
- B 4
- C 5
- D 6

75 Going rate pricing is a _____ method.

- A Cost oriented
- B Price oriented
- C Market oriented
- D Product-oriented

76 Mark up pricing is a _____ method.

- A Cost oriented
- B Price oriented
- C Market oriented
- D Product-oriented



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

77

A _____ is an assurance from the manufacturer that the product will perform as stipulated.

- A Packaging
- B Warranty
- C Branding
- D After sales service

78 _____ is a process of creating new and improved products.

- A Product mix
- B Product line
- C Product design
- D Product research

79 Research and development, product test or trials extra are a part of _____ stage.

- A Introduction
- B Product development
- C Growth
- D Maturity

80 Penetration pricing strategy is generally adopted at _____ stage in the product life cycle.

- A Introduction
- B Product development



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

C Growth

D Maturity

81 Aggressive promotion and marketing is undertaken in _____ stage of the product life cycle.

A Introduction

B Product development

C Growth

D Maturity

82 In _____ stage, the sales remain more or less stagnant, and profits and market share may tend to decline.

A Introduction

B Product development

C Growth

D Maturity

83 When the product is launched at a high price and with high promotional expenditure it is called as _____ strategy.

A Skimming

B Slow skimming

C Rapid skimming

D Rapid selling



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

84

When a product is launched at a low price and low promotional expenditure it is called as _____ strategy.

- A Rapid skimming
- B Slow penetration
- C Rapid penetration
- D Rapid selling

85 At the maturity stage the firm may adopt _____ strategies.

- A Skimming pricing
- B Withdrawal
- C Push and pull promotion
- D Product

86 Brand image is the _____ of brand in the minds of customers.

- A Benefits
- B Association
- C Perception
- D Function

87 The value attached to a particular brand is called as brand _____.

- A Function
- B Association



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

C Image

D Equity

88 The branding approach followed by Hindustan Unilever for its products Lux, Lifebuoy, Liril etc. is _____.

A Corporate brand name

B Individual brand name

C Corporate com individual brand name

D Umbrella brand name

89 The branding approach followed by the TATA Group for its products Tata Tea, Tata Steel, Tata Motors etc. is _____.

A Corporate brand name

B Individual brand name

C Corporate com individual brand name

D Umbrella brand name

90 The branding approach followed by Cadburys for its chocolates Cadbury Dairy Milk Cadbury Gems, Cadbury 5 star etc. is _____.

A Corporate brand name

B Individual brand name

C Corporate com individual brand name



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

D Umbrella brand name

91 The branding approach followed by Amul for its products Amul butter, Amul milk, Amul Cheese etc. is _____.

- A Corporate brand name
- B Individual brand name
- C Corporate cum individual brand name
- D Umbrella brand name

92 _____ must be relevant to the product, easy to pronounce and should describe its main benefits.

- A Brand logo
- B Brand design
- C Brand image
- D Brand name

93 _____ is anything linked to a brand.

- A Brand name
- B Brand personality
- C Brand image
- D Brand association



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

94

In India, brand patent may be obtained by registering under Patent Act _____.

- A 2004
- B 2005
- C 2006
- D 2007

95

_____ refers to protective covering used for transportation of goods.

- A Packaging
- B Packing
- C Compressing
- D Designing

96

_____ refers to a process of developing and designing packages.

- A Packaging
- B Packing
- C Compressing
- D Branding

97

_____ is not an essential of a good package.

- A Suitability
- B Attractive



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

- C Price and profit margins
- D Dependable
-
- 98 Fragile and breakable goods should have _____ packing.
- A Matching
- B Supplementary
- C Convenient
- D Economic
-
- 99 The cost of a good package must be _____.
- A Expensive
- B Less expensive
- C Reasonable
- D Unique
-
- 100 A good package must match with the _____ of the product.
- A Nature
- B Branding
- C Specification
- D Positioning



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

- 101 Product _____ is an act of designing the company's offering and image to occupy a distinctive place in the minds of the people.
- A Extension
 - B Positioning
 - C Equity
 - D Deletion
- 102 Cadbury's Dairy Milk's "Shubh Aarambh" campaign is an example of _____.
- A Positioning by Emotions
 - B Positioning by Benefits
 - C Positioning by Features
 - D Positioning by Use
- 103 TATA firm uses _____ Positioning strategies in order to develop a particular image of the brand in the mind of the target audience.
- A Positioning by Cultural Symbols
 - B Positioning by User Category
 - C Positioning by Corporate Image
 - D Positioning by Emotions
- 104 "Fast to Cook Good to Eat" (the two minute positioning) of Maggie Noodles is an example of _____
- A Positioning by Product Class



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

B Positioning by Emotions

C Positioning by Corporate Name

D Positioning by Product's Benefit

105 Dominos 'Delivery in 30 Minutes is an example of _____.

A Product Positioning

B Service Positioning

C Brand Equity

D Brand Value

106 Which among the following is not an importance of Service Positioning.

A Creates Demand

B Corporate Image

C Spoils Brand Image

D Competitive Advantage

107 Price is an important element of _____.

A Product-mix

B management

C human resource

D marketing-mix



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

108 _____ is the exchange value of product.

- A Profit
- B Price
- C Investment
- D Cost

109 Which among following is not a objective of pricing.

- A Profit Objective
- B Survival Objective
- C Sales Objective
- D Faulty Product Objective

110 In _____ pricing the firm charges high price for high quality product.

- A Premium pricing
- B High value pricing
- C Standard pricing
- D Transfer pricing

111 In _____ pricing the firm charges moderate/low price for high quality product.

- A Premium pricing



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

- B High value pricing
- C Standard pricing
- D Transfer pricing

112 The firm which enjoys good corporate image in the market may charge _____ price, as compared to those firms which do not enjoy reputation in the market.

- A lower
- B moderate
- C higher
- D normal

113 If the objective of the firm is to increase return on investment, then it may charge _____ price.

- A lower
- B moderate
- C higher
- D normal

114 If the objective of the firm is to capture a large market share, then it may charge a _____ price.

- A lower
- B moderate
- C higher
- D normal



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

115 If a product is of _____ quality, then a firm may either adopt premium pricing or high value pricing.

- A normal
- B cheaper
- C superior
- D inferior

116 In _____ pricing strategy a premium price is charged when product is launched in the market.

- A Skimming
- B Penetration
- C Standard
- D Transfer

117 In _____ pricing strategy a low price is charged when product is launched in the market.

- A Skimming
- B Penetration
- C Standard
- D Transfer

118 In Rapid skimming pricing high prices are charged and the product is promoted with _____ promotional expenditure.

- A low



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

B moderate

C no promotion

D heavy

119 In Slow penetration pricing _____ price is charged and product is promoted with limited promotional expenditure.

A low

B high

C moderate

D probe

120 In _____ pricing strategy marketer charge the same price for all the markets in- urban as well as rural markets.

A Penetration

B Probe

C Trial

D Standard

121 In _____ pricing strategy higher price is charged in the market during early stage of product introduction, to find out the reaction of the buyers towards the price.

A Trial

B Standard

C Transfer

D Probe



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

122 In _____ pricing strategy marketer allow various types of discounts or trade margins to encourage prompt payments.

- A Differential Trade Margin
- B Transfer
- C Differential pricing for differential market
- D Probe

123 _____ pricing refers to the pricing of goods or services among subsidiaries within multinational corporation.

- A Differential Trade Margin
- B Transfer
- C Differential pricing for differential market
- D Probe

124 Which among the following is not the factor for charging different prices in different market.

- A Differences in expenses
- B Differences in costs to be charged
- C Differences in the level of competition
- D Differences in natural environment



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

125 In _____ pricing strategy a firm may charge a lower price to induce customers to buy the product.

- A Differential Trade Margin
- B Transfer
- C Trial
- D Probe

126 In _____ pricing strategy the marketer may fix prices depending upon the prices of leading competitor.

- A Flexible
- B Follow the Leader
- C Predatory
- D Psychological

127 In _____ pricing strategy the firm charge low price and/or it may provide certain services free of cost to kill the competition in the market.

- A Flexible
- B Follow the Leader
- C Predatory
- D Psychological

128 In _____ pricing strategy a firm offers the same product to different customers at different prices.



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

A Flexible

B Skimming

C Penetration

D Trial

129 If a firm charges odd pricing like rs. 99 instead of rs. 100 is an example of _____ pricing strategy.

A Flexible

B Skimming

C Penetration

D Psychological

130 _____ is a process of effectively delivering the product to the customers in proper condition and on time.

A Physical distribution

B marketing

C production

D Promotion

131 Which among the following is not a role of physical distribution.

A Creates utilities

B Improves distribution of goods

C Provides assortment of goods



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

D Creates imbalance in demand and supply

132 _____ involves preparing and placing attractive displays of a new product.

- A Packing
- B Packaging
- C Merchandising
- D Transportation

133 If the customers are large in number and are geographically dispersed, the firm may select _____ channels of distribution.

- A direct
- B indirect
- C exclusive
- D shorter

134 A _____ distribution is the route taken by the title to the product as it moves from the producer to ultimate consumer or industrial user.

- A Highway
- B Canal
- C Channel
- D Place



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

135

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

- A Zero
- B One
- C Two
- D Three

136 Marketing channels form a sub-variable of _____ mix.

- A place
- B price
- C promotion
- D product

137 Marketing _____ creates time, place and possession utilities.

- A idea
- B channels
- C plan
- D department

138 In _____, companies sell products directly to the consumers by eliminating intermediaries from the channel of distribution.

- A Public relation



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

B Sales promotion

C Direct marketing

D Personal selling

139 In case of perishable products a firm select _____ channel to avoid rehandling and spoilage.

A shorter

B direct

C indirect

D exclusive

140 _____ marketing system is an arrangement whereby two or more firms at the same level join together for marketing purposes to capitalize on a new opportunity.

A Vertical

B Horizontal

C Multi-channel

D Multi level

141 In _____ channel two or more stages of a distribution channel are combined and managed by one firm.

A Vertical

B Horizontal

C Multi-channel



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

D Multi level

142 Sourcing is also known as _____.

- A producing
- B procurement
- C development
- D storing

143 A _____ provides service to its clients of outsourced logistics services for part, or all of their supply chain management functions.

- A Third party logistics
- B Dealer
- C Supplier
- D manufacturer

144 _____ include pyramid selling, network marketing, and referral marketing.

- A Multi-channel marketing
- B Multi-level marketing
- C Horizontal marketing
- D Vertical marketing

145 _____ refers to the management of the flow of goods and services from the producer to the consumer.



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

A Supply chain management

B Selling

C Marketing

D packaging

146 _____ component of supply chain management involves the manufacturing of the product, testing the quality, packaging and scheduling for delivery to the distribution centres and ultimately to the consumers.

A Sourcing

B Planning

C Processing & Scheduling

D Delivery

147 _____ refers to the quality of service, which a firm provides to its customers.

A Information

B Customer service standard

C Customer order processing

D warranty

148 In _____ component of supply chain management a companies need to create a responsive network for receiving back the defective and excess products from their customers.

A Management of returns

B Delivery



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

- C Material handling
- D Planning

149 Avon, Tupperware, Amway are the firm operating in the India which uses _____ channel.

- A Multi-channel Marketing
- B Multi-level Marketing
- C Horizontal Marketing
- D Vertical Marketing

UNIT III

150 _____ refers to the activity of moving items within plants, warehouses, transportation terminals and retail stores,

- A Customer Service Standards
- B Customer Order Processing
- C Material Handling
- D Packaging

151 _____ is defined as "Any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor".

- A Personal selling
- B Sales promotion
- C Direct marketing



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

D Advertising

152 _____ is the personal communication of information, to persuade someone to buy something.

A Personal selling

B Sales promotion

C Direct marketing

D Advertising

153 _____ are short-term incentives like discounts, samples etc. to stimulate demand for the product.

A Personal selling

B Sales promotion

C Direct marketing

D Advertising

154 _____ promotional tools are those tools which are directed towards ultimate consumer.

A Trade

B Sales force

C Consumer

D Intermediaries



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

155 _____promotion tools are promotional tools directed towards the intermediaries like the wholesalers and retailers in order to motivate them to stock the manufacturer's brand and resell it to the consumers.

- A Trade
- B Sales force
- C Consumer
- D Intermediaries

156 _____promotion tools are useful in gathering business leads, motivating sales force to greater effort and to aggressively push the product in the market to increase sales.

- A Trade
- B Sales force
- C Consumer
- D Intermediaries

157 _____ involve a variety of programmes designed to promote or protect the company's image or its individual products.

- A Personal Selling
- B Sales Promotion
- C Direct Marketing
- D Public Relations



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

158

Marketing channels form a sub-variable of _____ mix.

- A place
- B price
- C promotion
- D product

159 Marketing _____ creates time, place and possession utilities.

- A plan
- B department
- C channels
- D idea

160 Promotion mix is also called _____ mix.

- A place
- B communication
- C price
- D marketing

161 _____ selling is used in case of complex and expensive products and in markets with fewer buyers.

- A Aggressive
- B Forceful



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

C Public

D Personal

162 Advertising is _____ in nature.

A non-personal

B personal

C special

D private

163 _____ awards are given to those customers who are loyal to the organisation and its products.

A Jury

B National

C State

D Patronage

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

A promise

B warranty

C statement

D logo



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

165

_____ channel 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 Zig-zag

166 In _____ channel, two or more stages of a distribution channel are combined and managed by one firm.

- A Vertical
- B Horizontal
- C Multi-level
- D Zig-zag

167 _____ is a component of supply chain management.

- A Inventory management
- B Advertising
- C Direct marketing
- D Sales promotion

168 _____ is the element of promotion.

- A Warehousing
- B Return of goods



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

- C Inventory management
- D Advertising

169 _____ is the component of sales management.

- A Recruiting sales people
- B Inventory management
- C Direct marketing
- D Advertising

170 _____ is the first step in personal selling.

- A Prospecting
- B Approach
- C Presentation
- D Follow-up

171 _____ skills required for effective selling.

- A communication skills
- B Motivating sales people
- C Public relation
- D marketing



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

172 Integrated Marketing communication is a _____ approach of communication.

- A Diversified
- B Scattered
- C Unified
- D Specified

173 _____ is an unethical practice in marketing

- A Targeting to children
- B consumer awareness
- C providing legal assistance
- D organising protests

174 Non conventional rural-centric media includes _____.

- A Folk
- B Newspapers
- C Television
- D Radio

175 Zoozoos are advertisement characters promoted by _____.

- A Airtel



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

- B Jio
- C Vodafone
- D Idea

176 In _____ marketing the marketer pays compensation to third party to generate traffic or leads to company's products.

- A Pay-per-click
- B Affiliate
- C content
- D artificial intelligence

177 _____ are small firms that target small market.

- A Leaders
- B Nichers
- C Followers
- D Challengers

178 _____ refers to attacking the competitor from all the fronts simultaneously.

- A Encirclement attack
- B Frontal attack
- C Guerrilla attack
- D Back attack



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

- 179 SMS refer to ____.
- A short message service
 - B short media service
 - C short marketing service
 - D Short medium service
- 180 ____ marketing refers to marketing of products that are environmentally safe
- A Societal
 - B Social
 - C Traditional
 - D Green
- 181 ____ marketing takes into account preservation and conservation of the natural environment.
- A Consumer
 - B Green
 - C Product
 - D Traditional
- 182 ____ marketing involves marketing on mobile device.
- A Digital



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

B Mobile

C Social

D Ethical

183 _____ markets in India are highly scattered.

A Rural

B Urban

C International

D Niche

184 _____ is a form of consumer oriented promotion techniques.

A Exchange offers

B Dealer conferences

C Sponsorship

D Donation

185 _____ helps in protecting the goods from damage during transportation.

A Tracking

B Insurance

C Marketing

D Packaging



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

- 186 The word ethics is derived from _____ word v'Ethos'.
- A German
 - B Greek
 - C Latin
 - D French
- 187 Harmful products like cigarettes are promoted through _____ ads.
- A Advocacy
 - B Social
 - C Surrogate
 - D Green
- 188 _____ is a consumer organization in India.
- A CGSI
 - B AAAI
 - C ASI
 - D CSR
- 189 _____ organization assists the consumers in legal matters.
- A Social



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

B Consumer

C Political

D Business

190 Ethics is a branch of _____ which is concerned with human conduct.

A Physiology

B Psychology

C Philosophy

D Sociology

191 Surrogate advertising is an unethical issue related to _____

A Promotion

B Product

C Pricing

D Distribution

192 Brand privacy and brand comparison are unethical issues related to _____

A Pricing

B Product

C Competition

D Promotion



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

- 193 The Consumer Education and Research Centre is located in _____
- A Mumbai
B Ahmedabad
C Delhi
D Chennai
- 194 The combination of various tools to maintain and create sales is known as _____ mix.
- A Price
B Product
C Place
D Promotion
- 195 _____ is the multi level marketing company.
- A Tata
B Reliance
C Tupperware
D Adani
- 196 All marketing activities that attempt to stimulate quick buyer action or immediate sales of a product are known as _____
- A Sponsorship



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

B Advertising

C personal selling

D sales promotion

197 A detergent that advertises how clean it gets clothes is appealing to the _____ consumer need

A Functional

B Biological

C Symbolic

D Utilitarian

198 Consumer Protection Act is significant to _____

A Immovable Goods

B Movable Goods

C Particular Goods and Service

D All Goods and Services

199 To be successful, business ethics training programs need to:

A focus on personal opinions of employees.

B be limited to upper executives.



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

- C educate employees on formal ethical frameworks and models of ethical decision making.
- D promote the use of emotions in making tough ethical decisions.
- 200 Codes of conduct and codes of ethics _____
- A are formal statements that describe what an organization expects of its employees.
- B become necessary only after a company has been in legal trouble.
- C care designed for top executives and managers, not regular employees.
- D rarely become an effective component of the ethics and compliance program
- 201 Harmful products like cigarettes are promoted through — ads.
- A Surrogate
- B Advocacy
- C Social
- D Groups
- 202 _____pricing helps to wipe out competition from the market.
- A Predatory
- B Differential



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

C Premium

D Common

203 _____ is a consumer organization in India.

A CGSI

B AAI

C ASI

D CCI

204 _____ organization assists the consumers in legal matters.

A Social

B Consumer

C Political

D Legal

205 _____ brand is marketed by Mondelez International.

A Mercedes

B McDonald

C Cadbury Dairy Milk

D Kismi



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

206

_____ defense strategy involves launching of an offence against the competitor before the latter starts an offence.

- A Flanking
- B Position
- C Competition
- D Pre-emptive

207 _____ attack is a combination of frontal and flank attack.

- A Encirclement
- B Flank
- C Frontal
- D Circle

208 Cloner Strategy is followed by market _____.

- A Follower
- B leader
- C Challenger
- D Ideal

209 A marketer leader enjoys the _____ position in the market.

- A Down
- B Top



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

C Middle

D Lower

210 _____ need to adopt strategies to survive in the market, and if possible, to improve on the market position

A Competitors

B Leaders

C Firms

D Management

211 Examples of market leaders include Maruti Suzuki for popular cars, Amul of CCMMF for Amul butter, Cadbury Dairy Milk of Mondelez International, TCS in _____.

A Marketing

B Software

C Legal

D Communication

212 Market leader can gain when the total market _____.

A Increase

B Growth

C Develop

D Expands



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

213

The focus of expanding the total market depends on the _____ of the product concerned.

- A Product growth cycle
- B Product life cycle
- C Product decline cycle
- D Product maturity cycle

214 Market leaders can look for new users, and more usage of its products when the product is in the _____ stage of the product life cycle.

- A Maturity
- B Introduction
- C Growth
- D Decline

215 When the leader tries to expand the total _____, it must also continuously defend its current business against enemy attacks.

- A Market share
- B Market size
- C Market price
- D Market growth

216 The market challengers adopt marketing strategies to attack the market leader or the immediate _____.

- A Competitor
- B Seller



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

C Dealer

D Supporter

217 The intention of the market challenger is to capture a greater _____ and even to overtake the leader.

A Market share

B Market size

C Market segment

D Market growth

218 The _____ is a direct attack, where the market challenger matches with the competitor's product, price, advertising, and promotion activities.

A Frontal attack

B Flank attack

C Encirclement attack

D Bypass attack

219 A marketer attacks a competitor on its weak points.

A Frontal attack

B Flank attack

C Encirclement attack

D Bypass attack



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

220

This attack is a combination of frontal and flank attack.

- A Frontal attack
- B Flank attack
- C Encirclement attack
- D Bypass attack

221 The _____ is the indirect attack, wherein the market challenger does not attack the leader directly, but increase its market share by attacking the easier fronts or markets.

- A Frontal attack
- B Flank attack
- C Encirclement attack
- D Bypass attack

222 The _____ is the intermittent attacks imposed by the challenger to demoralize the competitor by adopting both the conventional and unconventional means of attack.

- A Guerrilla warfare
- B Flank attack
- C Encirclement attack
- D Bypass attack

223 Market Follower strategy is a strategy of product _____.



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

A Design

B Imitation

C Line

D Innovation

224 Copies the leader's product and packages and sells it in the black market.

A Counterfeiter

B Cloner

C Imitator

D Adaptor

225 Copies the leader's product features' as it is.

A Imitator

B Cloner

C Counterfeiter

D Adaptor

226 Copies some of the things from leader's product but maintains difference in packaging, and other factors.

A Adaptor

B Imitator

C Cloner



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

D Counterfeiter

227 Launches improved products over that of the innovators.

- A Counterfeiter
- B Imitator
- C Cloner
- D Adaptor

228 A niche market is a _____ market segment.

- A Medium
- B Large
- C Small
- D Tiny

229 The _____ requires less investment as he has to produce limited goods for the niche market.

- A Market developer
- B Market challenger
- C Market follower
- D Niche marketer

230 There may be less risks as the marketing is done to a very small segment of the market.



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

- A Niche marketing
- B Rural marketing
- C Digital marketing
- D Green marketing

231 _____ normally face less competition in the market.

- A Market developer
- B Market challenger
- C Niche marketer
- D Market follower

232 Niche marketing generates _____.

- A Customer satisfaction
- B Firms satisfaction
- C Shareholders satisfaction
- D Stakeholders satisfaction

233 Where the nicher sells only in a certain locality or region.

- A Service specialist
- B Product specialist
- C Geographic specialist



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

D Channel specialist

234 Where the nicher produces only one product.

- A Service specialist
- B Product specialist
- C Geographic specialist
- D Channel specialist

235 The firm that offers one or more services not available from other firms.

- A Service specialist
- B Product specialist
- C Geographic specialist
- D Channel specialist

236 The firm specialises in serving only one channel of distribution.

- A Service specialist
- B Product specialist
- C Geographic specialist
- D Channel specialist

237 The nicher operates at the low or high quality / price market i.e., either high quality - high price market or low quality - low price market.



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

- A Service specialist
- B Product specialist
- C Geographic specialist
- D Quality / Price specialist
-
- 238 Where the nicher specialises in serving only one type of end use customer.
- A End-User specialist
- B Quality / Price specialist
- C Specific Customer specialist
- D Product specialist
-
- 239 Where the firm sells to one or a few major customers.
- A End-User specialist
- B Quality / Price specialist
- C Product specialist
- D Specific Customer specialist
-
- 240 Where the nicher produces the products the product as per the designs ordered by the customers.
- A Job-shop specialist
- B End-User specialist
- C Quality / Price specialist



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

D Specific Customer specialist

241 _____ refers to marketing of goods and services in rural areas.

- A Digital marketing
- B Green marketing
- C Rural marketing
- D Niche marketing

242 About _____ of India's population lives in villages this means rural markets offer huge opportunities to marketers.

- A 80%
- B 70%
- C 60%
- D 90%

243 The size of rural demand is quite _____ for certain FMCG products like soaps, washing powders, tea, etc.

- A Large
- B Small
- C Medium
- D Premium

244 It is difficult for the marketers to distribute the products in_____.



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

A Digital marketing

B Rural marketing

C Niche marketing

D Green marketing

245 Digital marketing makes use of _____ such as computers.

A Electronic devices

B Consumer goods

C Capital goods

D FMCG

246 Which of the among is not the example of digital marketing?

A Tablets

B Smartphones

C Digital billboards

D Coffee

247 The candidates need to have competent qualifications and experience to deal with _____ activities of an organisation.

A Social

B Legal

C Marketing



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

D Technological

248 PR managers need to manage the _____ of the products.

- A Perception
- B Choice
- C Interest
- D Requirements

249 _____ environment is constantly changing due to growing expectations of customers, changes in competitors' strategies developments in the field of technology, changes in international environment, etc.

- A Consumer
- B Economic
- C Business
- D Management

250 Marketing personnel require certain _____ for effective marketing of the goods and services.

- A Skills
- B Experience
- C Habits
- D Attitude