



**Pune Vidyarthi Griha's  
College of Science & Technology**  
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TYBCOM SEMESTER V – COMMERCE - V

SAMPLE QUESTION PAPER

Q No	Question	Answer 1	Answer 2	Answer 3	Answer 4
1	One cannot sell everything to everyone, you need to select a particular category of buyers known as _____.	Entire Market	Full Market	Complete Market	Target Market
2	According to _____ concept, customers will purchase those products which are widely available and sold at a lower price	Production	Product	Selling	Marketing
3	According to _____ concept, customers will purchase those products which are aggressively promoted through advertising, publicity, etc.	Marketing	Selling	Production	Product
4	The concept of Relationship Marketing was introduced in _____.	1950s	1970s	1980s	1990s
5	_____ is a systematic method of collecting, recording and analysing data which is used to solve marketing problems.	Marketing Research	Marketing Needs	Market Identification	Market Study
6	Marketing research is _____ in nature.	One time	irregular	Continuous	Infrequent
7	Marketing research cannot be done on entire population. Hence, few people are selected to represent the entire population. This is known as _____.	Research Design	Sampling Design	Population design	Questionnaire Design
8	_____ is the last step in the market research process.	Presentation of Data	Collection of Data	Analysis of Data	Follow up
9	_____ is NOT a method of Segmentation.	Geographic	Demographic	Behavioural	Historical
10	In _____ method of Targeting, a company selects only a specific market segment and offers a single product to that segment.	Single Segment Concentration	Full Market Coverage	Product Specialisation	Market Specialisation

11	"Cadbury's Dairy Milk's ""Shubh Aarambh"" campaign is an example of _____."	Positioning by Emotions	Positioning by Benefits	Positioning by Features	Positioning by Use
12	TATA firm uses _____ Positioning strategies in order to develop a particular image of the brand in the mind of the target audience.	Positioning by Cultural Symbols	Positioning by User Category	Positioning by Corporate Image	Positioning by Emotions
13	"Fast to Cook Good to Eat" (the two minute positioning) of Maggie Noodles is an example of _____	Positioning by Product Class	Positioning by Emotions	Positioning by Corporate Name	Positioning by Product's Benefit
14	Dominos 'Delivery in 30 Minutes is an example of _____ .	Product Positioning	Service Positioning	Brand Equity	Brand Value
15	Which among the following is not an importance of Service Positioning.	Creates Demand	Corporate Image	Spoils Brand Image	Competitive Advantage
16	Price is an important element of _____ .	Product-mix	management	human resource	marketing-mix
17	_____ is undertaken to identify customer's preferences.	Research and development	Marketing research	Product mix	Product design
18	European Union insists that labelling must be done in at least _____ major languages spoken in European Union.	3	4	5	6
19	Going rate pricing is a _____ method.	Cost oriented	Price oriented	Market oriented	Product-oriented
20	_____ is a process of creating new and improved products.	Product mix	Product line	Product design	Product research
21	Research and development, product test or trials extra are a part of _____ stage.	Introduction	Product development	Growth	Maturity
22	Aggressive promotion and marketing is undertaken in _____ stage of the product life cycle.	Introduction	Product development	Growth	Maturity
23	In _____ stage, the sales remain more or less stagnant, and profits and market share may tend to decline.	Introduction	Product development	Growth	Maturity
24	_____ refers to the activity of moving items within plants, warehouses, transportation terminals and retail stores,	Customer Service Standards	Customer Order Processing	Material Handling	Packaging
25	Understanding _____ makes brands successful.	Psychology	Preference	Competitors	Culture
26	Ethics is a branch of _____ which is concerned with human conduct.	Physiology	Psychology	Philosophy	Sociology
27	Buzz Marketing is also known as _____ marketing.	Viral	Target	Street	Rural
28	When brand _____ drops customers slowly move to another brand.	Positioning	Targetting	Advertising	Recall

29	Career potential in Marketing is _____.	Limited	Unlimited	Restricted	Satisfactory
30	_____ marketing makes use of electronic devices such as computer.	Digital	Green	Rural	Traditional
31	Consumer Organisations bring about _____ among consumers.	Agressiveness	Vigilance	Awareness	Violence
32	_____ marketing enables a firm to gain rapid product awareness at low cost.	Green	Direct	Rural	Viral
33	Positioning has now become a _____ activity.	Holistic	Commercial	Management	Routine
34	_____ is/are main factors contributing to the success of brands in India.	Unique Selling Proposition	Innovation	Cosistency	Sales Promotion
35	In _____ strategy leader firm makes modifications in existing product.	Multi-brand	Product Flanking	Innovation	Expansion
36	SMS is an example of _____ digital Marketing.	Push	Pull	Web-based	Twitter
37	Green Marketing is _____ safe.	Economically	Socially	Environmentally	Politically
38	Consumer Organisations are _____ groups.	Political	Social	Reference	Advocacy
39	In Rural Marketing distribution is _____.	Simple	Difficult	Easy	Rapid
40	There are _____ components of Marketing Information System.	2	4	5	6
41	_____ is not a component of MIS.	Marketing intelligence system	Internal records	Marketing research	External Records
42	According to _____ concept, marketing involves the exchange of a product between the seller and the buyer.	Production	Product	Exchange	Marketing
43	According to _____ concept, customers will purchase those products which offer high quality and performance.	Production	Product	Exchange	Marketing
44	According to _____ concept, success of organisation largely depends on customer satisfaction	Production	Product	Exchange	Marketing
45	_____ theory focuses on establishing long term relationships with all stakeholders like customers, dealers, suppliers, employees, etc.	Production	Product	Exchange	Relationship Marketing
46	_____ is the last step of consumer buying behaviour.	Information search	Listing of alternatives	Purchase decision	Post Purchase Behaviour

47	A customer is dissatisfied when _____.	the product performance is below customer expectation	the product performance matches with customer expectation	the product performance exceeds customer expectation	the product performance exceeds very much more than customer expectation
48	Fragile and breakable goods should have _____ packing.	Matching	Supplementary	Convenient	Economic
49	The cost of a good package must be _____.	Expensive	Less expensive	Reasonable	Unique
50	A good package must match with the _____ of the product.	Nature	Branding	Specification	Positioning







