

UNIT I

1. Marketing is
 - (a) Art
 - (b) Science
 - (c) Both**
 - (d) Neither
2. Study of marketing from perspective of the legal enactment is
 - (a) System Approach
 - (b) Legal Approach**
 - (c) Lawful Approach
 - (d) Institutional Approach
3. Maintaining the inventory of goods purchased at the shop is
 - (a) Buying
 - (b) Selling
 - (c) Assembling**
 - (d) Storage
4. Which function gives 'time utility'
 - (a) Transportation
 - (b) Financing
 - (c) Risk Bearing
 - (d) Warehousing**
5. Designing a marketing program aiming at out a given target market is
 - (a) Segmentation**
 - (b) Market aggregation
 - (c) Diffusion
 - (d) Targeting
6. Which function helps in price stabilization?
 - (a) Transportation
 - (b) Warehousing**
 - (c) Risk Bearing
 - (d) Financing

7. Which function expands the market for any product?

- (a) Financing
- (b) Risk Bearing
- (c) Warehousing
- (d) Transportation**

8. Discouraging the demand for a product is termed as

- (a) Over marketing
- (b) Demarcating**
- (c) Remarketing
- (d) Meta Marketing

9. Finding new uses for existing product

- (a) Over Marketing
- (b) Demarcating
- (c) Remarketing**
- (d) Meta marketing

10. Application of marketing philosophy to social causes is

- (a) Meta Marketing**
- (b) Remarketing
- (c) Demarcating
- (d) Social Marketing

UNIT II

1. Which one is the strategy of creating unique product image in the combination of market segmentation and product differentiation?

- (a) Product positioning**
- (b) Product Branding
- (c) Product Modification
- (d) Product Elimination

2. Assortment of product offered by a company is called

- (a) Trading up
- (b) Product Mix**
- (c) Product Diversification
- (d) Product Line

3. Product portfolio encompasses

- (a) Product Width
 - (b) Product Breadth
 - (c) Product Length
 - (d) All the Above**
4. Labels which are exclusively meant for popularizing brand name of the product are
- (a) Brand label**
 - (b) Grade Label
 - (c) Descriptive Label
 - (d) Informative Label
5. Marketing Mix consists of the following factors
- (a) Product, Price, Place, Promotion**
 - (b) Product, Plan, Packing, Policy
 - (c) Price, Portfolio, Politics, Penetration
 - (d) Product, Perk, Place, Popular
6. The label which describes about the product, its operation, method of using, usage, etc., indicates
- (a) Grade Label
 - (b) Descriptive label
 - (c) Information Label**
 - (d) Brand Label
7. Which of the following comprises brand, sub brand, co – brand
- (a) Brand portfolio**
 - (b) Brand Platform
 - (c) Brand Architecture
 - (d) Brand Equity
8. The use of existing brand name to new product is called
- (a) Brand Extension**
 - (b) Line Extension
 - (c) Brand Equity
 - (d) Brand Image
9. Company using separate brand name for its new product is called
- (a) Line Extension
 - (b) Brand Extension
 - (c) Multit –Branding**

- (d) Single Branding
- 10. Perception of a brand in the minds of customers refers to
 - (a) **Brand Image**
 - (b) Brand Identity
 - (c) Brand Equity
 - (d) Brand Valuation

UNIT III

1. The practice of charging very low price to new product represents
 - (a) Skim Pricing
 - (b) F.O.B Pricing
 - (c) Break Even Pricing
 - (d) **Penetrating Pricing**
2. Price concessions given to buyer who suffers dissatisfaction account of buying defective goods is
 - (a) Allowance
 - (b) Trade Discount
 - (c) **Rebate**
 - (d) Cash Discount
3. The practice of considering all expenses for fixing the price of a product is called
 - (a) Margin cost pricing
 - (b) **Cost plus pricing**
 - (c) Break even pricing
 - (d) Targeted return pricing
4. The practice of pricing certain goods at low price which may not fetch any profit but with a view to attract more customers to shop is called
 - (a) Monopolistic pricing
 - (b) **Leader pricing**
 - (c) Marginal cost pricing
 - (d) Full cost pricing
5. Discount offered to channel member who performs certain functions like storing , selling and record and keeping
 - (a) Cash Discount
 - (b) **Rebate**

- (c) **Trade Discount**
 - (d) Quantity Discount
6. “USP” in marketing means _____
- (a) Unique selling practices
 - (b) Uniform selling practices
 - (c) United sales persons
 - (d) **Unique selling proposition**
7. Marketing strategy means _____
- (a) Ideas for new employment
 - (b) Old techniques of selling
 - (c) **Techniques for improving marketing activities**
 - (d) Techniques for increasing production
8. Successful marketing aims at _____
- (a) Increasing the sales volume
 - (b) Increasing the profits
 - (c) Increasing the output of the sales persons
 - (d) **All of these**
9. Effective marketing helps in _____
- (a) Boosting the sales
 - (b) Boosting the purchases
 - (c) Boosting the demand and supply
 - (d) **All of these**
10. Regulation of prices is deemed particularly necessary for industries where:
- (a) Demand equals supply
 - (b) Supply is excessive relative to demand
 - (c) **Competition results in all service providers incurring losses**
 - (d) Technology provides market entry barriers

UNIT –IV

1. Type of sales person who work from their offices through internet or telephone are classified as
- A. channel intermediaries
 - B. nominal sales force
 - C. inside sales force**
 - D. outside sales force
2. In personal selling process, step which consists of identifying potential customers is classified as
- A. presenting quota
 - B. demonstrating quota

C. prospecting

D. qualifying

3. Sales promotion tools used to stimulate purchase, motivate salespeople and generate business leads are classified in category of

A. event promotion

B. off deal promotion

C. trade promotions

D. business promotions

4. Consumer promotion technique through which brand marketing event is created by company or it participates in other sponsored event is classified as

A. event marketing

B. sponsored marketing

C. branding

D. premium marketing

5. Consumer promotion technique according to which seller sells two or three units of product at reduced price is classified as

A. price packs

B. cents off deals

C. advertising specialties

D. both a and b

6. Promotion technique for consumers according to which demonstrations and displays of products made at place of sale is called

A. point of purchase promotion

B. cents off deals

C. sales premium

D. advertising specialties

7. Personal selling step in which sales person asks for an order to customer is classified as

A. shipper approach

B. handling shipment

C. closing

D. follow up

8. 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

9. 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

10. Step in personal selling process which consists of first meeting first meeting between customer and sales person is called

A. qualifying

B. prospecting

C. follow up

D. approach

UNIT-V

1. Kind of online marketing domain which is initiated by consumers to target consumers is classified as

(a) consumer to business domain

(b) consumer to consumer domain

(c) business to consumer domain

(d) business to business domain

2. Kind of online marketing domain which is initiated by business to target consumers is classified as

(a) business to consumer domain

(b) business to business domain

(c) consumer to business domain

(d) consumer to consumer domain

3. Kind of online marketing domain which is initiated by business to target business is classified as

(a) consumer to business domain

(b) consumer to consumer domain

(c) business to consumer domain

(d) business to business domain

4. Types of major online marketing domains includes

(a) Business to consumer

(b) Business to business

(c) Consumer to business

(d) All of above

5. Online journals where people post their reviews and thoughts on narrow topic are classified as

(a) business domain website

(b) corporate website

(c) blogs

(d) marketing website

6. 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**

7. Website build to engage customers from different places to move them closer for marketing outcome is classified as

- A. corporate website
- B. marketing website**
- C. branding website
- D. viral website

8. Which of the following activities are characteristic of a customer-centric firm?

- a. Identifying customers' needs.
- b. Formulating strategies to fit customers' needs.
- c. Consumer research and analysis to monitor trends.
- d. A, B, and C**

9. Consumer behaviour can be defined as:

- a. a field of study focusing on marketing activities
- b. a field of study focusing on consumer activities**
- c. a study of pricing
- d. the study of decision rules
- e. None of the above.

10. Consumer behaviour consists of which of the following activities?

- a. Obtaining
- b. A and B
- c. Consuming
- d. A, B, and C**

UNIT-1

1. Define market.

The market actually refers to a set up where potential buyers and sellers can meet to exchange goods or services.

2. What do you mean by selling?

Selling starts after the production process is over and ends with the handing over the money to the seller by the buyer. Focus is on earning profit through maximisation of sales.

3. Define marketing.

Philip Kotler defines marketing as “the science and art of exploring, creating, and delivering value to satisfy the needs of target market consumers at a profit. Marketing identifies unfulfilled needs and desires of a consumer.

4. What do you mean by consumer orientation?

A customer-oriented organization places customer satisfaction at the core of each of its business decisions. A service offered by companies that focuses on the internal and external needs of its customers. *Consumer orientation* establishes and monitors standards of *customer* satisfaction related to the product or service sold by the business.

5. Define market segmentation.

***Market segmentation* is the process of dividing a *market* of potential customers into groups, or *segments*, based on different characteristics. The *segments* created are composed of consumers who will respond similarly to *marketing* strategies and who share traits such as similar interests, needs, or locations.**

6. What are the functions of marketing?

Typical marketing function types within a larger business might include performing market research, producing a marketing plan, and product development, as well as strategically overseeing advertising, promotion, distribution for sale, customer service and public relations.

7. What do you mean by marketing orientation?

Market orientation is a company philosophy focused on discovering and meeting the needs and desires of its customers through its product mix.

8. Write a note on Barter System.

A barter system is an old method of exchange. This system has been used for centuries and long before money was invented. People exchanged services and goods for other services and goods in return.

9. What are the stages involved in evolution of marketing concept?

Production Orientation, Sales Orientation, Marketing Orientation, Consumer Orientation, Management Orientation

10. What are the functions of exchange in marketing?

Exchange refers to transfer of goods and services from money's worth. This process can be divided into (a) Buying and assembling and (b) selling

UNIT II

1. Define marketing mix.

The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place.

2. What do you mean by product policy?

Product policy is defined as the broad guidelines related to the production and development of a product. These policies are generally decided by the top management of a company i.e. board of directors.

3. Write a note on product planning.

Product planning is the process of creating a product idea and following through on it until the product is introduced to the market.

4. Define product life cycle.

The product life cycle is an important concept in marketing. It describes the stages a product goes through from when it was first thought of until it finally is removed from the market. Not all products reach this final stage.

5. Write a note on distribution channel.

A distribution channel is a chain of businesses or intermediaries through which a good or service passes until it reaches the final buyer or the end consumer. Distribution channels can include wholesalers, retailers, distributors, and even the internet.

6. Define Product Mix.

Product mix, also known as product assortment, refers to the total number of product lines a company offers to its customers. For example, your company may sell multiple lines of products.

7. What is a Brand?

A *brand* is an overall experience of a customer that distinguishes an organization or product from its rivals in the eyes of the customer. *Brands* are used in business, marketing, and advertising. Unique design, sign, symbol, words, or a combination of these, employed in creating an image that identifies a product and differentiates it.

8. Define Branding.

The process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme. *Branding* aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.

9. Write a note on Packaging.

***Packaging* also refers to the process of designing, evaluating, and producing packages. *Packaging* can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use.**

10. Write a note on Brand Name and Trademark

A brand name identifies a specific product or name of a company.

A trademark is a registered brand or trade name.

UNIT –III

1. Define Pricing.

Pricing is the process whereby a business sets the price at which it will sell its products and services, and may be part of the business's marketing plan.

2. Write any two objectives of Pricing.

Pricing objectives include maximizing profits, increasing sales volume, matching competitors' prices, deterring competitors

3. Mention the factors affecting Price determination.

Product Cost, the utility and demand, Extent of Competition in the Market, Government and Legal Regulations, Pricing Objectives, Marketing Methods Used

4. What do you mean by setting price for a product?

.Setting Price for a Product.

Step 1: Selecting the Pricing Objective. The company first decides where it wants to position its market offering.

Step 2: Determining Demand.

Step 3: Estimating Costs.

Step 4: Analyzing Competitors' Costs, Prices, and Offers.

Step 5: Selecting a Pricing Method.

5. Write a note on skimming pricing.

***Price skimming* is a product pricing strategy by which a firm charges the highest initial price that customers will pay and lowers it over time. As the demand of the first customers is satisfied and competition enters the market, the firm lowers the price to attract another, more price-sensitive segment**

6. What is price?

A value that will purchase a finite quantity, weight or other measure of good or service.

7. What is market price?

Market price is the current price at which an asset or services can be bought or sold. The economic theory contends that the market price converges at a point where the forces of the supply and demand meet.

8. What is price leadership?

The price leadership occurs when a pre-eminent firm (the price leader) sets the price of goods or service in its market.

9. What do you mean by psychological pricing?

Psychological pricing is a pricing and marketing strategy based on the theory that certain price has a psychological impact.

10. What is quantity discount?

A promotional discount offered to wholesalers and retailers in which progressively lower prices are available for progressively larger orders.

UNIT- IV

1. What is promotion?

Promotion refers to the entire set of activities, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product, in preference over others.

2. What is marketing communication?

Marketing communication is a fundamental and complex part of a company marketing effects.

3. What is promotion message?

Promotional message is the communication about the product/services that company wants to be delivered to its target customers in order to generate awareness and subsequent sales.

4. What is sales promotion?

Sales promotion refers to 'those marketing activities that stimulate consumer shows and expositions. Sales promotion is one of the elements of the promotional mix.

5. What is advertising?

Advertising is a mean of communication with the users of product or service.

6. What is transit advertising?

Transit advertising is advertising placed in or on modes of public transportation or in public transaction areas.

7. What is advertising copy?

An advertising copy is terms used in the advertisement. The text could be a dialogue, a catchy punch lines or a company dictum.

8. What is free sample?

A usually small and packaged portion of merchandise distributed free especially as an introduction to potential customers.

9. What do you mean by mural advertising?

Graffiti mural advertising is a throwback to the old days of hand-painted billboards but adds an updated, urban flair to the final media product.

10. What is advertising media?

Advertising media refers to the various media channels through which advertising is done.

UNIT-V

1. What is e-business?

E-business is the conduct of business processes on the internet. It is a any kind of business or commercial transaction that includes sharing information across the internet.

2. What is telemarketing?

Telemarketing is a method of direct marketing in which a salesperson solicits prospective customers to buy product of service, either over phone or web conferencing.

3. What is M-marketing?

Mobile marketing is multi-channel online marketing technique focused at reaching a specific audience on their smart phones, tablets or any other related devices through websites and email etc.

4. What is relationship marketing?

Relationship marketing is a facet of customer relationship management that focuses on customer loyalty and long term customer engagement rather than shorter-term goals like customer acquisition and individual sales.

5. What is retailing?

Retail is a process of selling consumer goods or services to customer through multiple channel of distribution to earn a profit.

6. What are speciality stores?

A specialist store is a shop that caters to one specific retail market.

7. What are departmental stores?

A departmental store is a retail establishment offering a wide range of consumer goods in different product categories known as “departments”.

8. What is virtual marketing?

Virtual marketing is using the World Wide Web to advertise their message or product. It virtually everywhere and can sometimes be free to the advertiser.

9. What is concept marketing?

The marketing concept is the philosophy that firms should analyse the needs of their customers and then make decisions to satisfy those need better than the competition.

10. What do you mean by consumerism?

Consumerism is a social economic order that encourages the acquisition of goods and services in ever- increasing amount. In economics, consumerism may refer to economic policies with emphasis consumption.

UNIT-I

1. Distinguish Marketing and Selling.
2. Explain the Objectives of Marketing.
3. Describe the Importance of Marketing.
4. Write a note on Production Orientation and Sales Orientation
5. Write a note on Marketing Orientation and Consumer Orientation.
6. Explain the basis of Market Segmentation.
7. Explain the criteria for Market Segmentation.
8. What are the benefits in Market Segmentation?
9. Explain the functions of exchange in marketing.
10. Explain the advantages of modern Marketing concept.

UNIT-II

1. Explain the factors in Marketing Mix.
2. Explain product planning and development.
3. Write a short note on growth stage and maturity stage in Product Life Cycle.
4. Explain the factors in product mix.
5. Explain the Channels of Distribution.
6. Explain the features of Branding.
7. Explain features of Packaging.
8. Write a short note on Brand Name and Trademark.
9. Explain the Advantages of Packaging.
10. Explain the types of Brand

UNIT-III

1. Explain the Objectives of Pricing.
2. What are the methods of setting Price?
3. Explain the Advantages of Pricing.
4. What are the factors affecting Price Determination?
5. Write a short note on Pricing.
6. Briefly analyse the importance of pricing a product.
7. Briefly analyse the typical pricing objectives.
8. Analyse the forces influencing price decision.

9. Explain the different pricing policies.
10. Compare and contrast one price policy vs. variable policy

UNIT-IV

1. Analyse the process of communication in marketing.
2. Analyse the impact of promotion on demand for the product.
3. Briefly analyse the sales promotion activities.
4. Narrate the objectives of promotion.
5. Analyse the objectives of sales promotion.
6. Narrate the specific purposes of advertising.
7. State the role of advertising as a communication process.
8. Analyse the factors to be considered while selecting advertising media
9. State the essentials of good advertisement.
10. Write an analytical note on middlemen.

UNIT-V

1. State the different types of retailers.
2. What are the advantages of e-business to sellers?
3. What are the advantages of e-business to buyers?
4. Explain concept marketing process.
5. What are the elements in the retail marketing mix?
6. What is the importance of retail in marketing?
7. Explain the need for consumer protection.
8. Explain the following terms under consumer protection Act, 1986
(a) Appropriate laboratory (b) Complaint (c) Consumer dispute (d) Appeal
9. When can a consumer file a complaint under the consumer protection Act?
10. What are the advantages of green marketing?

UNIT-I

1. Define Marketing. Explain the Evolution Concept of Marketing.
2. Explain the Modern Marketing Concepts.
3. Explain the Functions of Marketing.
4. Explain the concept of Market Segmentation in Marketing.
5. Describe the criteria and benefits of Market Segmentation.

UNIT-II

1. Define Marketing Mix. Describe Product Policy.
2. Explain the stages in Product Life Cycle.
3. Explain the types of channels in Distribution Channel.
4. Explain the features and functions of a Good Brand.
5. Explain the Advantages of Packaging.

UNIT-III

1. Explain the factors affecting Price Determination.
2. Define pricing explain the methods of setting price.
3. Explain the objectives of Pricing.
4. Explain the different methods of pricing adopted by the firms.
5. Discuss the importance of pricing in a market programme. What are the typical pricing objectives?

UNIT-IV

1. Discuss various forms of promotional activities.
2. Explain objective of sales promotion.
3. Distinguish between advertising and personal selling.
4. Differentiate personal selling and salesmanship.
5. Explain advantages and disadvantages of sales promotions.

UNIT-V

1. Discuss the evolution and growth of retail in India.
2. Explain the different types of retailing format according to variation ownership pattern.

3. Explain in detail about consumer protection council.
4. Write a short note on consumer dispute redressed commission.
5. What are the advantages and challenges of online marketing?