

17UBI411 - MARKETING MANAGEMENT

QUESTION BANK

MULTIPLE CHOICE QUESTIONS

K1 - LEVEL

1. Marketing is a process which aims at _____.
Selling products
Maximizing profits
Satisfying customers
Producing
2. “Many people want a BMW but only a few are able to buy”, is an example
Need
Want
Demand
status
3. _____ is the father of modern marketing.
Peter Drucker
Philip Kotler
Adam Smith
Henry Fayol
4. Marketing is _____.
Art
Science
Both
Neither
5. The buying process starts when the buyer recognizes a _____.
Product
an advertisement for the product
a salesperson from a previous visit
problem or need
6. _____ refers to collecting goods of the same type from various sources of supply.
Buying
Selling
Assembling
Financing

7. Which function helps in place utility ?

Transportation

Financing

Risk bearing

Selling

8. Which function gives “time utility”?

Transportation

Financing

Risk bearing

Warehousing

9. The standardised grade name for agricultural product is _____.

Agmark

ISI

Aavin

BIS

10. Aggressive selling is a characteristic of which of the following concept of marketing?

Select correct option:

Production concept

Marketing concept

Selling concept

Product concept

11. Adding new features to a product is advocated by which of the approaches?

Product Approach

Production Approach

Marketing Approach

Selling Approach

12. One of the key tasks of marketers is _____ and to create consumer perceptions that the product is worth purchasing.

To make products easily visible and available

To promote sales of products

To differentiate their products from those of competitors

To do marketing surveys

13. Which one of the following BEST describes the human need?

Food

French-fries

Burger

Pizza

14. _____ provides fast and accurate marketing information.

Marketing Information System

Management Information System

Maintenance Information System

All of the above

15. _____ includes the complete analysis of the market.

Marketing Research

Management Research

Maintenance Research

All of the above

16. _____ is a function of physical supply.

Transportation

Financing

Risk bearing

Selling

17. _____ is a means to reduce risk.

Insurance

Financing

Risk bearing

Selling

18. The word “market” is derived from the latin word _____.

Marketing

Marcatus

Marque

Markatus

19. Stock exchange of Mumbai is an example for_____.

Perfect market

Manufacture market

Imperfect market

Regulated market

20. _____ is a connecting link between the consumer and the producer.

Marketing

Selling

Consumption

Buying

21. Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called a(n):

Idea.

Demand.

Product.

Service.

22. The most basic level of a product is called the:

Core product.

Central product.

Fundamental product.

Augmented product

23. A(n) _____ product exceeds customer expectations.

Strategic

Superior

Augmented

Anticipated

24. Identify the products that the customer usually buys frequently and with a minimum of comparison and buying effort.

Specialty

Convenience

Unsought

Augmented

25. Bread and milk are which kind of products?

Specialty Products

Convenience products

Shopping products

Unsought products

26. Which of the following is NOT included in product decisions?

Styling

Brand name

Warehousing

Packaging

27. If actual performance of the product exceeds the expected performance of the product, Then customer is _____

Satisfied

Dissatisfied

Delighted

Neutral

28. Who pioneered sachet strategy in shampoos?

Clinic plus

Chik

Sunsilk

Dove

29. Which of the following is a name, term, sign, symbol, design, or a combination of these, that identifies that maker or seller of a product or service?

Label

Co-brand

Brand

Product

30. The _____ identifies the product or brand.

Container

Label

Advertisement

Warranty

31. There are _____ stages in product life cycle.

One

Two

Three

Five

32. FMCG stands for_____

Functional mid priced consumer goods

Fast moving consumer goods

Financial moving consumer goods

Fast mid priced consumer goods

33. _____ ensures protection against leakage.

Grading

Standardizing

Packaging

labelling

34. _____ is a bundle of utilities.

Product

Price

Promotion

Physical distribution

35.Price is the only element in the marketing mix that produces:

Fixed cost

Expense

Variable cost

Revenue

36. The skimming, penetration, bargaining and bundling are decided in the _____ of the Marketing Mix strategy.

Price Decisions

Place Decisions

Product Decisions

Promotion Decisions

37. Rs. 199.99 is an example for _____ pricing.

Skimming

Penetration

Odd

Even

38. _____ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share.

Skimming

Penetration

Psychological

Cost based

39. Markup pricing is also called as _____.

Cost pricing

Marginal priced

Cost plus pricing

Cost based pricing

40. Customary pricing is adopted for _____.

Confectionary

Railways

Shoes

All the above

41. Which of the following is NOT considered a type of reseller?

Wholesaler

Retailer

Manufacturer

Distributor

42. Which of the following 4Ps of marketing mix involves decisions regarding channels coverage, assortments, locations, inventories or transports?

Product

Price

Place

Promotion

43. Flipkart, Amazon are examples of _____.

Departmental stores

Chain stores

Co-operative stores

Online stores

44. Which of the following takes place at retailer's end?

Promotion

Placing

Pricing

Exchange

45. Manufacturer → Consumer is an example for _____ level channel.

Zero

One

Two

Three

46. Manufacturer → Wholesaler → Retailer → Consumer is an example for _____ level channel.

Zero

One

Two

Three

47. Manufacturer → Retailer → Consumer is an example for _____ level channel.

Zero

One

Two

Three

48. Manufacturer → Wholesaler → Agent → Retailer → Consumer is an example for _____ level channel.

Zero

One

Two

Three

49. _____ sells to the ultimate consumer.

Wholesaler

Agent

Retailer

None of the above

50. Mail order system is an example for _____ level channel.

Zero

One

Two

Three

51. The word promotion originates from the latin word _____.

Promov

Promovere

Promote

Promota

52. “How are you telling consumers in your target group about your product” This question belongs to which marketing concept?

Product

Price

Place

Promotion

53. The promotion “P” of marketing is also known as _____.

Product Differentiation

Distribution

Cost

Communication

54. _____ involves mass communication.

Personal selling

Sales promotion

Advertising

Publicity

55. AIDAS theory of selling is related to _____.

Personal selling

Sales promotion

Advertising

Publicity

56. _____ involves a face to face oral presentation.

Personal selling

Sales promotion

Advertising

Publicity

57. _____ involves paid form of non personal presentation and promotion of ideas.

Personal selling

Sales promotion

Advertising

Publicity

58. Free samples is given to consumers in case of _____.

Personal selling

Sales promotion

Advertising

Publicity

59. Samples, coupons, contests are part of _____.

Personal selling

Sales promotion

Advertising

Publicity

60. _____ arranged at exhibitions or trade fair encourages the buyers to try and buy the product.

Samples

Coupons

Contests

Demo

61. The aggregate of consumer for a given product is called _____.

Market

Marketing

Manufacturing

None of the above

62. Dividing the market into distinct groups of buyers with different needs, characteristics or behavior is _____.

Diversification

Distribution

Segmentation

Saturation

63. Women's era, Aal vikadan represent _____.

Geographic segmentation

Demographic segmentation

Psycho graphical segmentation

Behavioural segmentation

64. Age, income, gender are grouped under _____.

Geographic segmentation

Demographic segmentation

Psycho graphical segmentation

Behavioural segmentation

65. Life Style, personality, attitude are grouped under _____.

Geographic segmentation

Demographic segmentation

Psycho graphical segmentation

None of the above

66. _____ is the process of dividing a heterogeneous market into homogeneous sub markets.

Market Diversification

Market Distribution

Market Segmentation

Market Saturation

67. Consumers who always buy the same brand are called _____.

Hard core loyals

Split core loyals

Shifting loyals

Switchers

68. Consumers who always loyal to two or three brands are called _____.

Hard core loyals

Split core loyals

Shifting loyals

Switchers

69. Consumers who shift from one brand to another are called _____.

Hard core loyals

Split core loyals

Shifting loyals

Switchers

70. Consumers who show no loyalty to any brand are called _____.

Hard core loyals

Split core loyals

Shifting loyals

Switchers

71. What are the activities that form a part of the marketing mix.(the 4ps)

Product, price, production, place

Packaging, point, price, place

Product, price, promotion, place

Product, price, production, packaging

72. Give the stages in product life cycle?

Introduction, downfall, upfall, saturation, decline

Introduction, growth, maturity, saturation, decline

Introduction, starter, growth, maturity, decline

Introduction, starter, growth, saturation, decline

73. At a fast-food restaurant, what is marketed?

Goods

Service

Both

None of the above

74. _____ is the smallest retailing unit.

Convenience store

Grocery store

General store

Departmental store

75. What is marketing?

Setting up a market stall

Buying as many products as you can

Selling as many products as possible

Identifying and satisfying consumer needs and wants

76. **Market information means**

Knowledge of industries

Knowledge of households

Knowledge of customers' tastes

All of these

77. **Direct Marketing means**

Advertisements

Banners

Face-to-face selling

Selling by all staff

78. Colgate is a product of _____.

Palmolive

Hindustan Unilever

P & G

Cavinkare

79. Kitkat is a product of _____.

Cadbury

Nestle

Parle

Britania

80. Sunfeast is a product of _____.

Hindustan Unilever

ITC

Britania

Parle

81. What is the basic property of a service which makes it different from a product.

Shape

Size

Very expensive

Intangibility

82. A _____ is an intangible product involving a deed, a performance or an effort that cannot be physically possessed.

System

Service

Society

Activity

83. _____ is the feature of service.

Tangibility

Intangibility

Separability

Homogeneity

84. A _____ is a set of all product lines and items that a particular seller offers for sale.

Product mix

Product line

Product width

Product length

85. _____ refers to the total number of items in its product mix.

Product mix

Product line

Product width

Product length

86. _____ refers to the number of product lines offered by the company.

Product mix

Product line

Product width

Product length

87. _____ refers to the average number of items offered by the company in each product line.

Product mix

Product depth

Product width

Product length

88. _____ refers to how closely the various product lines are related.

Product mix

Product consistency

Product width

Product length

89. _____ is a part of the product, which carries verbal information about the product.

Label

Brand

Trademark

Package

90. _____ is legal and indicates ownership of the product.

Label

Brand

Trademark

Package

91. The Consumer protection act was enacted in_____.

1985

1988

1987

1986

92.The Consumer protection act extends to

The whole India

The whole India except Nagaland tribal area,

The whole India except Nagaland tribal area and Jammu and Kashmir

The whole India except Jammu and Kashmir

93.The following is not a consumer.

The insurance company

A licensee to run a phone

A lottery ticket holder

All the above

94.Members of state consumer protection council should not exceed

Two

Five

Ten

Three

95. The chairman of the district consumer protection council is

District magistrate

Collector of the District

MP of the district

None of these

96.President of district forum is

Collector of the district

A person who are qualified as advocate

A person who are qualified to be a district judge

None of these

97. Jurisdiction of district for is rupees

Exceed twenty lac

exceed 50 lac

Up to twenty lac

twenty to fifty lac

98. Any person aggrieved by an order made by the District forum may prefer an appeal such order to the State commission within

60 days

90 days

1 month

Thirty days

99. The complaint shall ordinarily be decided within

Twenty one days from the date on which the complaint was received

Thirty days from the date on which the complaint was received

Forty five days from the date on which the complaint was received

No time limit

100. Some ways and means of consumer protection followed in India include

Lok adalats

Public interest litigation

Redressal forums and consumer protection councils

All the above

K2 LEVEL
SHORT ANSWERS

1. What is marketing?

Marketing is a process which aims at satisfying customers.

It is a connecting link between the consumer and the producer

2. What is assembling?

Assembling refers to collecting goods of the same type from various sources of supply.

3. What is insurance?

Insurance is a means to reduce risk.

4. What is core product?

The most basic level of a product is called the core product.

5. What is augmented product?

An augmented product is one that exceeds customer expectations.

6. What is a brand?

A brand is a name, term, sign, symbol, design, or a combination of these, that identifies that maker or seller of a product or service.

7. What is a label?

The label identifies the product or brand.

8. What is FMCG?

FMCG means Fast moving consumer goods.

9. What is packaging?

Packaging ensures protection against leakage.

10. What is product?

Product is a bundle of utilities.

11. What is penetration pricing?

Penetration pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share.

12. Give an example for zero level channels.

Manufacturer → Consumer is an example for zero level channels.

13. Give an example for two level channels.

Manufacturer → Wholesaler → Retailer → Consumer is an example for two level channels.

14. Give an example for three level channels.

Manufacturer → Wholesaler → Agent → Retailer → Consumer is an example for three level channel.

15. Give an example for one level channels.

Manufacturer → Retailer → Consumer is an example for one level channels.

16. Who is a retailer?

A Retailer is one who sells to the ultimate consumer.

17. What is the difference between Marketing and Sales

Sales focuses on selling existing products to customers and driver volumes through promotional means. Marketing focuses on products that meet customer needs through marketing programs that enhances customer satisfaction.

18. What is a marketing mix?

Marketing Mix is the tool for implementation of the marketing strategy. It includes four elements namely product, price, physical distribution, promotion.

19. What are the elements of marketing mix?

Product, price, physical distribution, promotion are the four elements of marketing mix. They are also called as four P's of marketing.

20. What is a market?

The aggregate of consumers for a given product is called as a market. Or it is also a place where buyers and sellers meet to exchange the goods and services for a money value.

21. What is a Market Segmentation?

Market Segmentation is the process of dividing a heterogeneous market into homogeneous sub markets.

22. What do you understand by price?

Price is the exchange value of a product or service expressed in monetary terms. It is the money, which the buyer pays to the seller for a product or service. Price is the amount for which a product, a service or an idea is exchanged regardless of its worth to the buyer.

23. What is pricing?

Pricing is the function of translating into quantitative terms the value of the product or idea by the marketing manager before it is offered for sale to consumers. Pricing is the process of setting objectives, identifying the factors governing the price, formulating price policies and strategies setting prices, implementing them and controlling them

24. Define sales promotion.

Sales promotion has been defined as, those marketing activities, other than personal selling, advertising and publicity that stimulate consumer purchasing and dealer effectiveness, such as displays, shows and demonstrations, expositions and various non current selling efforts not in ordinary routine.

25. What kind of tools can be included under sales promotion?

Sales promotion includes tools for consumer promotion (sample, coupons, cash refund offers, price off, premiums, prizes, free trials, warranties, tie-in promotions, cross-promotions, point-of-purchase displays and demonstrations); trade promotion (price off, advertising, display allowances and free goods); and business and sales-force promotion (trade shows and conventions, contests for sales representatives and specialty advertising).

26. What do you understand by the term ‘advertising’?

Advertising is the popular tool of promotion as it communicates in a persuasive manner about organization or products or services non-personally through paid media. The advertisement should provide new information or support the information the audience already has in order to capture their attention. It should be able to persuade them and influence their attitude and purchase behaviour.

27. Define the term ‘advertising’

According to William J. Stanton, “Advertising consists of all the activities involved in presenting to a group a non-personal, oral or visual openly sponsored message regarding a product, service or idea”.

28. Write a short note on personal selling.

Personal selling or salesmanship is the process of contacting the prospective buyers personally and persuading them to buy the products. In other words, it is an art of convincing customers to buy the given products or services.

29. What is product development?

Development of new products refers to the different products a company plans, develops and markets. It consists of creation of new ideas, determining their sales potential, profitability, production requirements, investment and other resources needed and then producing. The product is then tested before marketing it on large scale. The decision to produce a particular product depends on identification of needs and expectations of customers together with company’s possible resources to produce it.

30. Define marketing research.

Marketing research is the process of gathering information from the market and consumers and making a record of it.

31. Who is a hard core loyal?

Consumers who always buy the same brand are called as hard core loyal.

32. Who is a split core loyal?

Consumers who always loyal to two or three brands are called as split core loyal.

33. Who is a shifting loyal?

Consumers who shift from one brand to another are called as shifting loyal.

34. Who is a switcher?

Consumers who show no loyalty to any brand are called as switcher.

35. Give the stages in product life cycle?

Introduction, growth, maturity, saturation, decline are the stages in product life cycle.

36. What are the features of service?

Intangibility, inseparability, heterogeneity, perishability are the features of service.

37. What is retail marketing?

Retail marketing is the process of bringing a product directly to customers in a retail store. Retail marketing comprises the activities related to selling products to the consumers through channels such as stores, malls, kiosks, vending machines, or other fixed locations. In contrast, direct marketing to consumers attempts to complete a sale through phone, mail, or web site sales.

38. What is service marketing?

The promotion of economic activities offered by a business to its clients. Service marketing might include the process of selling telecommunications, health treatment, financial, hospitality, car rental, air travel, and professional services.

39. What is consumerism?

Consumerism is the organized-efforts by individuals, groups, and governments to help protect consumers from policies and practices that infringe consumer rights to fair business practices.

40. Define MIS.

The **Marketing Information System** refers to the systematic collection, analysis, interpretation, storage and dissemination of the market information, from both the internal and external sources, to the marketers on a regular, continuous basis.

41. Define **selling**.

Selling is a transaction between the seller and the prospective buyer or buyers where money (or something considered to have monetary value) is exchanged for goods or services.

42. What are the functions of exchange?

Buying, assembling and selling are the functions of exchange.

43. What are the Five Product Levels?

Core product, generic, expected, augmented, potential are the Five Product Levels.

44. What is a product mix?

A product mix is a set or combination of all product lines and items that a particular seller offers for sale.

45. What is product length?

Product length refers to the total number of items in its product mix.

46. What is product width?

Product width refers to the number of product lines offered by the company.

47. What is product depth?

Product depth refers to the average number of items offered by the company in each product line.

48. What is product consistency?

Product consistency refers to how closely the various product lines are related.

49. What is a trademark?

Trademark is legal and indicates ownership of the product.

50. What is the difference between brand name and trademark?

A trademark is a mark that legally represents something, usually a business, by their goods or services. A brand name, however, is the name that a business chooses for one of their products.

51. Define marketing.

Philip Kotler defines marketing as “Satisfying needs and wants through an exchange process”.

52. What is a consumer market?

Consumer market consists of people who buy goods and services for their own consumption and not for resale.

53. What is Agmark?

AGMARK is a certification mark employed on agricultural products in India.

54. What is ISI?

ISI mark is a *mark* for industrial products in India. The *mark* certifies that a product conforms to the Indian Standards.

55. What is barter system?

A *barter system* is an old method of exchange. In this people exchanged services and goods for other services and goods in return.

56. Define market segmentation.

Market segmentation is a process of dividing the entire market population into multiple meaningful segments based on marketing variables like demographics (age, gender etc), geographic, psychographics (lifestyle, behaviour) etc.

57. Define product.

A good, idea, method, information, object or service created as a result of a process and serves a need or satisfies a want. It has a combination of tangible and intangible attributes (benefits, features, functions, uses) that a seller offers a buyer for purchase.

58. What is trading up?

Trading Up refers to buying something superior than what one already has. It also means improving the quality, increasing the number of features or providing superior level of service which could justify higher price. It also means increasing the features of a product, enhancing its quality or supporting it with better quality of service to support its increased price

59. What is trading down?

Trading down means buying something of lower value or lowering the quality standards of a product or service.

60. What is product life cycle?

A new product progresses through a sequence of stages from introduction to growth, maturity, and decline. This sequence is known as the product life cycle and is associated with changes in the marketing situation, thus impacting the marketing strategy and the marketing mix.

61. What is test marketing?

A test market, in the field of business and marketing, is a geographic region or demographic group used to gauge the viability of a product or service in the mass market prior to a wide scale roll-out.

62. What is skimming pricing?

Skimming price is used when a product, which is new in the market is sold at a relatively high price because of its uniqueness and benefits.

63. What is odd pricing?

This psychological pricing strategy focuses on the first number of the price of an item or service, for example Rs. 199.99.

64. What is cost plus pricing?

Cost plus pricing involves adding a markup to the cost of goods and services to arrive at a selling price.

65. What is dual pricing?

Dual pricing is a situation in which the same product or service is sold at different prices in different markets.

66. What is customary pricing?

Customary pricing is generally used for products with a relatively long market history of being sold for a particular amount, and is driven by intuitive notions of value on the part of buyers.

67. What is physical distribution?

Physical distribution is the set of activities concerned with efficient movement of finished goods from the end of the production operation to the consumer.

68. Who is a wholesaler?

A *wholesaler* sells the product in bulk quantities to retailers, allowing the retailer to take advantage of a lower price.

69. What is E-marketing?

E-marketing is a process of planning and executing the conception, distribution, promotion, and pricing of products and services in a computerized, networked environment, such as the Internet and the World Wide Web, to facilitate exchanges and satisfy customer demands.

70. What is social media marketing?

Social media marketing is the use of social media platforms and websites like facebook, twitter to promote a product or service.

71. What is adulteration?

Adulteration is the process of adding unwanted substances to the food, with similar appearance/colour for making profits.

72. What is hoarding?

Hoarding is the purchase of large quantities of a commodity by a speculator with the intent of pushing up the price.

73. Give examples for unfair trade practices.

Some *examples of unfair trade* methods are: the false representation of a good or service; false free gift or prize offers; non-compliance with manufacturing standards; false advertising; or *deceptive* pricing.

74. What is black marketing?

The *black market* is a market where goods are traded illegally. It includes smuggling and the trade in illegal products such as drugs.

75. What is geographic segmentation?

Geographic segmentation is when a business divides its market on the basis of *geography*. There are several ways that a market can be *geographically segmented*. You can divide your market by *geographical* areas, such as by city, county, state, region, (like the West Coast), country, or international region, (like Asia).

76. What is demographic segmentation?

Demographic segmentation is market segmentation according to age, race, religion, gender, family size, ethnicity, income, and education.

77. What is micro marketing?

Micromarketing is a *marketing* strategy in which advertising efforts are focused on a small group of highly targeted consumers.

78. Write a short note on MIS.

A marketing information system (MKIS) is a management information system (MIS) designed to support marketing decision making.

79. Mention any two functions of marketing.

1. Gathering and Analyzing Market Information
2. Product Designing and Development

80. Mention any two type of market.

1. Local, national, international.
2. Commodity, capital.
3. Perfect, imperfect.

81. Give the meaning of online marketing.

Online marketing is the process of advertising any kind of good or service to potential consumers via digital strategies.

82. What is behaviour segmentation?

Behavioral segmentation is defined as the process of dividing the total market into smaller homogeneous groups based on customer buying behaviorlike usage frequency, brand loyalty, benefits needed, during any occasion etc.

83. What is a brand name?

A *brand name* is a *name* applied by a manufacturer or organization to a particular product or service.

84. What is a direct channel?

A *direct channel* of distribution defines a condition in which the producer sells a product to a consumer directly, without any assistance.

85. Describe introduction stage.

When a product enters the life cycle, it faces many obstacles. Although competition may be light, the *introductory stage* usually features frequent product modifications, limited distribution, and heavy promotion. The failure rate is high. Production and marketing costs are also high, and sales volume is low. Hence, profits are usually small or negative. This is the first stage of every product lifecycle

86. Describe growth stage.

If a product survives the introductory stage, it advances to the *growth stage* of the life cycle. In this stage, sales grow at an increasing rate, profits are healthy, and many competitors enter the market. Large companies may start to acquire small pioneering firms that have reached this stage. Emphasis switches from primary demand promotion to aggressive brand advertising and communicating the differences between brands. This is the second stage of every product lifecycle

87. Describe maturity stage.

After the growth stage, sales continue to mount—but at a decreasing rate. This is the *maturity stage*. Most products that have been on the market for a long time are in this stage. Thus, most marketing strategies are designed for mature products. One such strategy is to bring out several variations of a basic product (line extension). This is the third stage of every product lifecycle.

88. Describe saturation stage.

This is the fourth stage of every product lifecycle and this is where customers have other preferences that are cheaper and better. When saturation occurs, a product starts to decline. It is the stage where a company designs a particular product to meet specific demands of the market.

89. Describe decline stage.

When sales and profits fall, the product has reached the *decline stage*. The rate of decline is governed by two factors: the rate of change in consumer tastes and the rate at which new products enter the market. This is the fifth and last stage of every product lifecycle

90. Give five examples for online store.

Amazon, Flipkart, Snapdeal, Myntra, Club factory.

91. Give five examples for FMCG brand.

Hindustan Unilever Limited (HUL), Colgate-Palmolive, ITC Limited, Nestle, Britannia Industries Limited, Marico Limited, Procter & Gamble, Godrej Group.

92. Mention some materials used for packaging.

Materials that have traditionally been used in food packaging include glass, metals (aluminum, foils and laminates, tinplate, and tin-free steel), paper and paperboards, and plastics.

93. Mention any five automobile brands.

Tata Motors, Mahindra & Mahindra Ltd, Maruti Suzuki, Hero MotoCorp Ltd, Bajaj Auto Limited.

94. What is utility?

Utility is an economic term referring to the total satisfaction received from consuming a good or service.

95. What are the types of utility?

There are four different types of utility: form utility, place utility, time utility, and possession utility.

96. Who is a consumer?

A *consumer* is a person or organization that uses economic services or commodities. Or consumer is a person who purchases goods and services for personal use.

97. Mention the types of consumer protection council.

Central Consumer Protection Council, State Consumer Protection Council, District Consumer Protection Council.

98. What is standardization?

Standardization is to bring or make of an established standard size, weight, quality, strength, or the like: to *standardize* manufactured parts.

99. What are the functions of physical supply?

Transportation and storage are the functions of physical supply.

100. List down the facilitating functions.

Financing, risk bearing, standardization, market information, promotion are the facilitating functions.

K3 LEVEL

1. Trace the evolution and development of marketing.
2. Differentiate marketing and selling.
3. Explain the modern marketing concept.
4. Objectives of marketing
5. Give a short note on micro and macro marketing
6. State four P's of marketing
7. What is marketed? Explain
8. "Marketing is a science or art" .Explain
9. Differentiate market research and MIS.
10. Discuss the essential requisites of a good MIS.
11. Give the classification of products with examples.
12. Explain the features of a product.
13. Give a short note on product mix, product line, product length, product width.
- 14.State the main goals of pricing.
15. Explain the procedure for price determination.
- 16.State the basic policies of pricing.
- 17.What are the functions of branding?
- 18.Explain the types of brands.
- 19.Explain the kinds of packaging.
20. Discuss the functions of packaging.
- 21.Explain about the functions of marketing channel.
- 22.Why there is a need for distribution channel? Explain.
- 23.Illustrate two level channel of distribution.
24. Explain the objectives of personnel selling.
25. What are the duties of a salesman?
- 26.What are the external sources of recruitment of sales force?
27. Discuss the objectives of training the sales force.
28. Explain the objectives of advertising.
29. State the functions of advertising.

30. Give the basic features of advertising.
31. Write a short note on market segmentation.
32. Identify and explain the criteria for market segmentation.
33. Mention any five benefits of market segmentation.
34. Explain about demographic segmentation.
35. Write a short note on benefit segmentation.
36. Write a short note on retail marketing.
37. Discuss about the evolution of retailing.
38. Explain any two methods of retail marketing.
39. Explain the scenario of retail marketing in India.
40. What are the problems in retail marketing?
41. How the consumers are exploited?
42. Write a short note on the problems faced by Indian consumer.
43. Discuss about district consumer forum.
44. Discuss about state consumer forum.
45. Discuss about national consumer forum.
46. What are the characteristics of services? Explain
47. State the reasons for growth of service sector.
48. Differentiate goods and services.
49. Discuss the role of promotion in marketing services.
50. What are the determinants of service quality?

K4 AND K5 LEVEL

1. Discuss in detail the significance of marketing to the society.
2. What is a market? Give the classification of market.
3. Explain the various functions of marketing with a chart.
4. Elaborate the approaches to marketing.
5. Explain the factors influencing marketing concept.
6. Discuss the characteristics of good MIS.
7. Draw and explain the stages in a Product life cycle.
8. Explain the steps in new product planning process.
9. Discuss the factors affecting pricing decisions.
10. Business firm may opt for various kinds of pricing. Explain any ten among them.
11. Elaborate the major product mix strategies.
12. What is branding? Discuss the essentials of a good brand.
13. Explain the procedure for price determination.
14. Discuss the requisites of good package.
15. Discuss the factors governing the choice of a particular channel of distribution.
16. State why advertisement is the most powerful form of promotion.
17. Discuss the functions of advertising.
18. Comment on the qualities of a good salesman.
19. Elaborate the process of personal selling.
20. Illustrate and identify the basis of market segmentation.
21. Analyze the techniques used in retail marketing.
22. Discuss in detail the marketing mix for service marketing.
23. Interpret the structure and role of consumer protection councils.
24. Appraise the rights of consumer under Consumer Protection Act.
25. Discuss about the problems of consumer's exploitation.
