

MODARN MARKETING

K1 LEVELS

1. The concept of marketing mix was developed by

a.) **N.H Borden**

B.) Philip Katter

C.) Stanton

D.) Anderson

2. "Many people want BMW, only few are able to buy" this is an example of

A) Need

B) Want

c) Demand

D) Status

3. is the act of obtaining a desired object from someone by offering something in return.

A) Marketing Myopia

b) Selling

c) Exchange

D) Delivery

4. Its combination of quality, service & price

A) Marketing triad

b) Customer value triad

c) Customer satisfaction triad

d) Service quality triad

5. modal is highly firm centric where the firm believes that the competitive edge lies in its ability to innovation

a) Conventional

b) Contemporary

c) Competitive

d) None of the above

6. 'Marketing is the activity set of& processes for creating communicating delivering &.....offering that have value for customer clients partners& society.

A) Institutions, satisfying

B) Organization, exchanging

c) Institution, exchanging

D) Organization, understanding

8.....are the form of human need take as shaped by culture& individual personality

A) Wants

b) Demands

c) Needs

d) Social needs

9..... is want for specific product backed by on ability to pay

A) **Demand**

B) Need

c) Want

D) Customer

10.This of the following is not a type of marketing concept

a) The production concept

B) The selling concept

C) The societal marketing concept

D) The supplier concept.

11. The culture of a company is conveyed through

1. A. Rites

2. B. Myths

C. Rituals

3. **D. All of the above**

12. specialty product is _____ intensively distributed than a shopping product

1. A. More
2. B. **Less**
3. C. Both of the above

13-The demand for a product is _____ when price cut causes revenue to increase.

1. A. Income elastic
2. B. **Price elastic**
3. C. Cross elastic
4. D. None of the above

14. Contract awarded to lowest bidder is known as

1. A. Negotiated contract

B. Open bid

2. C. **Closed bid**
3. D. Open contract

15. Carrying the line of only one manufacturer is known as

1. A. **Exclusive assortment**
2. B. Open bid
3. C. Negotiated contract
4. D. Deep assortment

16“Image building” objectives are common in _____ type of market structure?

1. A. Competition
2. B. **Oligopoly**
3. C. Monopoly
4. D. Monopsony

17. When the market is run by a small number of firms that together control the majority of market share is known as

1. A. **Oligopoly**
2. B. Duopoly
3. C. Oligopsony
4. D. Perfect competition

18. The following is (are) the Tangible source(s)

1. A. Capital
2. B. Machines

- 3. C. Raw material
- 4. **D. All of the above**

19. The following is (are) the Intangible source(s)

- 1. A. Information
- 2. B. Time
- 3. C. Technology
- 4. **D. All of the above**

20. In marketing, _____ is the focal point.

- 1. A. Profit
- 2. B. Sales
- 3. **C. Customer**
- 4. D. All of the above

K2 LEVELS

- 1. Define marketing?
- 2. What mean by marketing?
- 3. Give a meaning of marketing mix?
- 4. What is mean by product mix?
- 5. Define packaging?
- 6. What is mean by branding?
- 7. Define pricing?
- 8. What is mean by pricing strategy?
- 9. State the two types of pricing decision?
- 10. What is mean by pricing decision?
- 11. What is mean by channel of distribution?
- 12. Define logistics in marketing?
- 13. What is mean by total cost?
- 14. Define promotion?
- 15. What are the two types of promotions?

16. What is mean by market segmentation?
17. Any two emerging trends in marketing?
18. What is mean by promotion in marketing?
19. Which are the market repositioning?
20. Give any two importance of market segmentation?

K3 LEVELS

- 1) Conclude the Advantages of Marketing Concept?
- 2) Discover the ideas of the Modern Marketing Concept?
- 3) Compute the Objectives of Pricing with examples?
- 4) Categorize the External factors affecting pricing decision?
- 5) Sketch the Product Life Cycle briefly?
- 6) Discover the process of New Product Planning?
- 7) Examine the importance of Channels of Distribution?
- 8) Classify the various factors affecting Price?
- 9) Construct the marketing philosophy and their process with examples?
- 10) Develop the essentials of Packaging Branding and Labeling?
- 11) Find the Importance of Logistics?
- 12) Sketch the Approaches of Logistics?
- 13) Organize the any five concept of Promotion Mix?
- 14) Find the Issues in Marketing?
- 15) Examine the importance of Market Segmentation?
- 16) Develop the importance of Promotion?
- 17) Categorize the factors affecting Promotion Mix?
- 18) Discover the Emerging Trends?

- 19) Predict the meaning of Market Repositioning?
- 20) Differences of Product Differentiation and Segmentation?

K4 LEVELS

- 1) Classify the Elements of Marketing Mix?
- 2) categorize the types of Pricing with its critical decisions?
- 3) Categorize all the Channels of Distribution vividly?
- 4) Discuss the market mix and examples?
- 5) Evaluate the Importance of mix Factors Determining Marketing Mix?
- 6) Create a Product Life Cycle with suitable diagram?
- 7) Briefly explain the Branding & Labeling for marketing?
- 8) examine the Concept and Objectives of pricing?
- 9) Analyze the pricing and Types of Pricing Decisions?
- 10) Briefly explain Types of Channels of Distribution with relevant instant?
- 11) Evaluate the nature and concept of product mix?
- 12) Describe the Product Life Cycle with examples?
- 13) Evaluate the Product Packaging and its various Functions?
- 14) Explain the Factors Affecting Choice of Distribution Channels?
- 15) Predict the market Logistics Importance?
- 16) Examine the market logistics Objectives with examples?
- 17) Discuss the approaches Of Logistics in market logistics?
- 18) Analyze the market Promotion and give a various types of Promotion in market?
- 19) Briefly explain the Emerging Trends in marketing with suitable examples?
- 20) Classifying the different between Product Differentiation Vs Market Segmentation?

K5 LEVELS

- 1) Explain the Meaning, Definition and Functions of Packaging?
- 2) Design the Factors that determine Marketing Mix?
- 3) Design the Factors affecting Pricing Decisions of any concern?
- 4) Design the Factors affecting choice of Distribution Channels?
- 5) Classify the Meaning and basis of Market Segmentation?
- 6) Evaluate the Market Positioning and Repositioning?
- 7) Compile the Meaning, Definition and Importance of Promotion?
- 8) Develop the concept of Promotion Mix?
- 9) Determine the Importance of Market Segmentation and Positioning?
- 10) Construct the marketing philosophy and their process with examples?
- 10) Evaluate the essentials of Packaging Branding and Labeling?
- 11) Explain Importance of Logistics?
- 12) Sketch the Approaches of Logistics?
- 13) Create a Product Life Cycle with suitable diagram?
- 14) Briefly explain the Branding & Labeling for marketing?
- 15) Examine the Concept and Objectives of pricing?
- 16) Analyze the pricing and Types of Pricing Decisions?
- 17) Design Types of Channels of Distribution with relevant instant?
- 18) Describe any five concept of Promotion Mix?
- 19) Evaluate the Issues in Marketing?
- 20) Examine the importance of Market Segmentation?