

UNIT 1

1. *The term market is derived from the _____ word "Marcatus"*
 - a) American
 - b) **Latin**
 - c) French
 - d) Indian
2. _____ is the connecting link between the consumer and the producer.
 - a) **Marketing**
 - b) Assembling
 - c) Selling
 - d) Storage
3. _____ views the customers as the last link in the business
 - a) Marketing
 - b) Assembling
 - c) **Selling**
 - d) Storage
4. _____ is the first step of marketing function
 - a) **Buying**
 - b) Assembling
 - c) Selling
 - d) Storage
5. The primary objective of marketing is to sell the products at a _____
 - a) **Profit**
 - b) Loss
 - c) Penalty
 - d) risk
6. _____ starts where standardization ends
 - a) **Grading**
 - b) Riskbearing
 - c) Selling
 - d) buying
7. _____ is the life blood of industry.

a)Finance

b)Buying

c)Selling

d) Grading

8. ___is the king in the market

a)Consumer

b)Seller

c)Supplier

d)Manufacturer

9. The goods are exchanged against goods is known as_____

a)barter system

b)banker system

c)sales system

d)market sysyem

10. _____physical movement of goods from one place to another is called as___

a)Transportation

b) grading

c)risk bearing

d)selling

11. Buying and_____ are in separable.

a)transportation

b) grading

c)risk bearing

d)selling

12. The process of dividing the potential market into sub-markets with common needs and features is called –

a)Segmentation

b)Target marketing

c)Positioning

d)Market coverage

13. Which of the variables is not used by marketers for demographic segmentation?

a) Age

b) Income

C) Gender

c) Poverty

14. Segmentation on basis of values and attitudes and behavioral patterns is an example of
- a)geographic location
 - b)cultural factors**
 - c)economic factors
 - d)political and legal factors
15. Targeting affluent customers with luxurious goods is an example of ____ segmentation
- a)geographic
 - b)income**
 - c)psychographic
 - d)behavioral
16. Customer market division done on basis of 'compulsive, ambitious and outgoing customers' classified as____ segmentation
- a)geographic
 - b)demographic
 - c)psychographic**
 - d)behavioral**
17. When companies market products on the basis of what the product's attributes will do for a given segment of consumers, they are using a powerful form of behavioral segmentation known as:
- a.occasion segmentation.
 - b.benefit segmentation.**
 - c.psychographic
 - d.behavioral
18. _____ factors are the most popular bases for segmenting customer groups.
- a) Geographic
 - b) Demographic**
 - c) Psychographic
 - d)Behavioral
19. _____ factors or variables are generally easier to measure than most of the other types of variables or factors.

- a) Geographic
- b) **Demographic**
- c) Psychographic
- i. d) Behavioral

20. The whole market is divided into different geographical units is known as_____

- a)**Geographic**
- b)demographic
- c)psychographic
- d)behavioral

UNIT II

1. A _____ is anything which satisfy a want or need

- a) Product
- b) Price
- c) Promotion
- d) Place

2. Newspaper is a _____ Goods

- a)**convenience**
- b)shopping
- c)speciality
- d)industrial

3. Household appliance is a _____ goods

- a)convenience
- b)**shopping**
- c)speciality
- d)industrial

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

- a)**Length**
- b)width
- c)depth
- d)consistency

5. What does the term PLC stands for?

- a) **Product life cycle**
- b) Production life cycle
- c) Price long cycle
- d) Production long cycle

6. Which of the following is not a characteristic of “Market Introduction Stage” in PLC?

- a) Demands has to be created
- b) **Costs are low**
- c) Makes no money at this stage
- d) Slow sales volume to start

7. Costs are high, demand has to be created, customers have to prompted to try the product, slow sales volume starts and makes no money at this stage are the characteristics of which stage in PLC.

- a) Saturation stage
- b) Decline stage
- c) Mature stage
- d) **Introduction stage**

8. Increased competition leads to price decrease, increasing public awareness, sales volume increase significantly are the characteristics of _____ in PLC.

- a) Mature stage
- b) Decline stage
- c) **Growth stage**
- d) Market introduction stage

9. _____ is one of the challenges presented by the Product Life Cycle for a product.

- a) Product development
- b) **New product development**
- c) Product testing

d) Poor margins

10. Encourage all stakeholders like customers, dealers, employees etc to send ideas to the idea manager and formally recognize the program to reward best new ideas is characteristic of which stage in the “New Product Development Process”.

a) **Idea generation**

b) Idea screening

c) Testing

d) Development

11. Out Of 4ps in marketing mix three are product, promotion, and price, which is the 4th P.

1) Purpose

b) **Place**

c) Pursuit

d) Plan

12. “Place” in 4Ps mean same as

a) Promotion

b) People

c) **Distribution**

d) Demand

13. Which is the next stage after “Idea Generation” in “New Product Development Process”?

a) Feature specification

b) Testing

c) Development

d) **Idea Screening**

14. “A product has to pass through various stages and different competitive environments from its introduction to decline” was stated by

a) Arch Paton

b) Philip Kotler

c) Nielson

d) **Stanton.**

15.Name, sign, symbol, designs etc. used to identify the goods or services of one seller and to differentiate it from the competition is known as

a) **Branding**

b)Co-branding

c) Mega branding

d) Store branding

16._____ helps in preventing others copying in marketing

a) Brand

b)Label

c) **Trademark**

d) Packaging

17._____ involves designing and producing the container or wrapper for a product.

a) Labeling

(b) Packaging

(c) Store branding

d) Supplying

18.Registered brand name is a_____

a) Trademark

b) package

c)brand

d)products

19.All activities involved in selling goods or services for the purpose of resale is termed as –

- a) **Wholesaling**
- b) Retailing
- c) Direct marketing
- d) Direct sale

20. One of the disadvantages of branding is –

- a) It is negative
- b) It is competitive
- c) **It is costly**
- d) It is risky

UNIT III

1. _____ is the exchange value of goods or services in terms of money

- A. Price
- B. Market
- C. Product
- D. Promotion

2. Price of a product affects its _____.

- A. advertisement.
- B. demand.**
- C. packing.
- D. promotion.

3. What kind of pricing strategy a firm should normally follow for marketing electronic goods?

- A. Penetration pricing strategy
- B. Skimming pricing strategy**
- C. Cost plus pricing strategy
- D. All of the above

4. Setting a low initial price to attract a large number of buyers quickly and cover the large market share is known as

- (A) Skimming pricing
- (B) Going-rate pricing
- (C) Value based pricing
- (D) Penetration pricing**

5. _____ is the straight reduction in price on purchase during a stated period of time.

A. Discount

- B. Allowance
- C. Sale
- D. All of the above

6. Adding a standard mark up to the cost of the product refers to _____

- A. Inelastic
- B. Price elasticity
- C. Break-even price
- D. Cost-plus price

7. Discount is allowed in the form of deductions from the list price is called

- A. Trade discount**
- B. Cash discount
- C. Quantity discount
- D. Seasonal discount

8. Cost plus pricing is _____.

- A. charging the highest possible price.
- B. ensuring you are the lowest cost producer.
- C. pricing by calculating the cost of production and adding on a margin.**
- D. charging marginally more than the competition.

9. Customers expect a particular price to be charged for certain product is called--

- A. Psychological pricing
- B. Customary Pricing**
- C. Monopoly pricing
- D. Penetration pricing

10. _____ is allowed in the form of deductions from the list price.

- A. Trade discount.**
- B. Quantity discounts.
- C. Cash discount.
- D. Seasonal discount.

11. _____ is price at which a retailer sells the products to his buyers.

- A. Retail price.**
- B. Wholesale price.
- C. FOB price.
- D. Administered price

12. _____ creates a non personal stimulation of demand in advertising.

- A. Pricing.**
- B. Production.
- C. Public relation.
- D. Distribution.

13. The second element to effect the volume of sales is.

- A. price.**
- B. product.
- C. promotion.

- D. distribution .
- 14 Price is a _____ term.
- A. absolute.**
 - B. relative.
 - C. composite.
 - D. standard.
- 15 Identify the one which is demand based pricing _____
- A. target pricing.
 - B. mark up pricing.**
 - C. marginal pricing.
 - D. skimming pricing .
- 16 The social aspect of marketing is to ensure _____.
- A. price.
 - B. demand.
 - C. low price with high quality.**
 - D. service goods.
- 17 A consumer purchasing power is determined by _____.
- A. salary.
 - B. disposable income.**
 - C. total income.
 - D. price.
- 18 Trading up is the act of _____ high priced prestigious products to existing product line.
- A. adding.**
 - B. subtracting.
 - C. deleting.
 - D. maintaining.
19. Discount allowed on Purchases during Slack Season
- A. Trade discount.
 - B. Quantity discounts.
 - C. Cash discount.
 - D. Seasonal discount**
20. _____ is also known as contract price
- A. Trade discount.
 - B. Quantity discounts.
 - C. Cash discount.
 - D. Competitive Bidding**

UNIT IV

1. Individual who represents company by performing selling, servicing, information gathering and prospecting is classified as
- A. sales person**
 - B. promoting manager
 - C. prospering manager

D. persuasion manager

2. Short term benefit given to customers to attract more customers is called

- A. sales promotion**
- B. inbound promotion
- C. outbound promotion
- D. organizational promotion

3. First step in personal selling process is to

- A. prospecting and qualifying**
- B. pre-approach
- C. approach
- D. presentation and demonstration

4. _____ refers to the process of identifying and attracting job seekers so as to build a pool of qualified job applicants.

- A. Selection
- B. Training
- C. Recruitments**
- D. Induction

5. Which is the least expensive method for recruitments?

- A. Walk – ins,**
- B. Campus placements
- C. Employment exchanges
- D. Consultants

6. Which of these is an off - the - job training method?

- A. Television**
- B. Job rotation
- C. Orientation training
- D. Coaching

7. With the popularity of satellites, phones, iPod etc. usage of _____ becomes ineffective but in remote areas it is considered as the fastest way to communicate with masses.

- A. Social media
- B. Email
- C. Radio**
- D. Television

8.The advertisement of newspaper has a very short life span of

- A.**One day**
- B. One week
- C. One month
- D. One year

9.Advertising is generally criticized because the cost involved in making ads are generally_____

- A. **High**
- B.Low
- C. Medium
- D.Equal to the production

10“Through newspaper any firm can reach literate customers only”. It’s a

- A.Nothing related to illiterate customers
- B. Advantage of newspaper
- C. **Drawback of newspaper**
- D.No problem in such advertising

11 Advertising influences the mind of the consumers by creating desire and taste for

- A. Old products
- B. Same products
- C. **New products**
- D. Different products

12Advertisement is a mass communication. It addresses to masses and it’s a form of _____ communication.

- A.Personal
- B **Non personal**
- C. Direct
- D.Indirect

13.Advertising is a part of _____ function

- A. Distribution
- B. Selling
- C. **Promotion**
- D. Pricing

14.Retailer provides feedback to wholesalers and _____ about consumers preference.

- A. **manufacturers.**
- B. consumers.

- C. retailer.
 - D. agents.
15. The object of sales promotion is to increase the buying response of ultimate
- A. consumer
 - B. wholesaler.**
 - C. retailers.
 - D. manufacture rs.
16. Informing buyers of new brand and new package is the _____ of sales promotion.
- A. objective.**
 - B. method.
 - C. applicati on.
 - D. quality.
17. Free samples are given to customers to introduce a new _____.
- A. promotion.
 - B. after sales s ervice.
 - C. application.
 - D. product.**
18. Salesman explains to the consumers by giving a _____ of how to use it.
- A. demonstrations.**
 - B. products.
 - C. price.
 - D. promo tion.
19. Advertising creates _____ among customers.
- A. clarity.
 - B. awareness.**
 - C. confusion.
 - D. belief.
20. _____ influences the buyer to buy a product.
- A. Price.
 - B. Packin g.
 - C. Personal selling.**
 - D. Grading.

UNIT V

1. Increasing competition in _____ markets make _____ markets attractive.
- A. urban ,rural.**
 - B. urban, retail .
 - C. urban, agricu ltural.
 - D. urban, wholesale
2. The _____ level of urban consumers is high and hence product features have to be changed often.
- A. educational.

- B. awareness.**
 - C. loyalty.
 - D. satisfaction.
3. _____ marketing is concerned with the flow of goods and services from urban to rural and vice versa.
- A. Rural.**
 - B. Urban .
 - C. Retail.
 - D. International.
4. Reasons for growing rural markets are _____.
- A. Change in rural consumer behaviour**
 - B. marketing strategies.
 - C. promotion strategies .
 - D. product mix.
5. A retailer creates _____ utility by keeping the store open when the consumers prefer to shop.
- A. ownership.**
 - B. time.
 - C. place .
 - D. transport.
6. A retailer by being available at a convenient location, he creates _____ utility
- A. ownership.
 - B. time.
 - C. place .**
 - D. transport.
7. The increased _____ has enhanced rural demand for several products.
- A. purchase power
 - B. awareness
 - C. income**
 - D. population
8. Product specifications like design, price and durability should be in accordance with the needs of _____ masses.
- A. rural.**
 - B. urban .
 - C. producer.
 - D. retailer.
9. An example of large scale retailers _____.
- A. Departmental stores**
 - B. fixed shop retailers
 - C. general shops.
 - D. market traders .
10. An example of large scale retailers _____.
- A. Departmental stores**
 - B. fixed shop retailers
 - C. general shops.
 - D. market traders .

11. Super markets is an example of _____.
 A. Small- scale retailers.
 B. fixed shop retailers.
 C. itinerant retailers
D. Large-scale retailers
12. A retailer by being available at a convenient location, he creates _____ utility
 A. ownership.
 B. time.
C. place .
 D. transport.
13. Middlemen will increase the _____.
 A. price of the product.
 B. quality of the product .
 C. profit of the product.
D.time and place utility of the product.
14. Motives refers to strong _____.
 A. purchase power.
B. emotions.
 C. needs.
 D. behavior.
15. Buying decision of a customer depends on his _____.
 A. promotion.
 B. price.
C. attitude.
 D. product.
16. _____ carry their goods on their heads.
 A. Hawkers.
B. Pedlars.
 C. Cheap jacks.
 D. Street traders .
17. _____open their shops on market days.
A. Market traders
 B. Street traders
 C. Cheap jacks
 D. Hawkers
18. Service of retailer _____.
 A. demand creators
 B. purchases in bulk .
 C. matches demand with production.
D. keeps variety of goods.
19. The increased _____ has enhanced rural demand for several products.
 A. purchase power
 B. awareness
C. income
 D. population

20.. Product specifications like design, price and durability should be in accordance with the needs of _____ masses.

- A. **rural.**
- B. urban .
- C. producer.
- D. retailer.

UNIT 1

1.Explain the meaning of Market

Market is a place where goods are bought or sold

2.report the Meaning of Marcatus

Merchandise

3.Express the prime object of marketing

Consumer satisfaction

4. Locate the first step in marketing.

Buying.

5. Review the meaning of standardization

The division of commodities into distinct groups.

6. Locate the connecting link between the consumer and the producer

Marketing is a connecting link between the consumer and the producer

7. Express the last process of marketing

Selling is the last process of marketing

8. Restate the meaning of socio- economic segment ation

Consumers are classified on the basis of religion, customs, culture

9. Explain the meaning of Grading

Separating products into different classes.

10. Predict the meaning of geographic segmentation.

Whole market is divided into different geographic units

UNIT II

1. Explain the meaning of Idea generation

Screening new-product ideas in order to spot good ideas and drop poor ones .

2. Express the meaning of Speciality goods

Products possess special attraction to the consumers

3. Predict the meaning of product line

A group of products that are closely related called

4. Locate the general rules set up by the management itself in making product decisions.

Product policy.

5. Predict the meaning of shopping products

Consumer goods requiring a special purchase effort

6. Predict the meaning of Branding.

A process by which a product is branded.

7. Explain the meaning of an Example of agent middle man

Broker

8. Express the meaning of cash and carry wholesaler

The wholesaler who dont provide credit and transport facility

9. Extend the meaning of 4p,s of marketing

product, price, promotion, place.

10. Express the meaning of Industrial goods

Goods are those which are used for further production of goods.

UNIT III

1. Explain the meaning of price

The exchange of goods or services in terms of money.

2. Express the second element to effect the volume of sales

Price

3. Predict the meaning of Skimming Price

Fixing a high price for a new product

4. Locate the meaning of Customary Pricing

Customers expect a particular price to be charged for certain product

5. Predict the meaning of Trade discount

Discount is allowed in the form of deductions from the list price

6. Predict the meaning of Cost plus pricing is

Pricing by calculating the cost of production and adding on a margin

7. Express the other name of mark up pricing.

Demand based pricing

- 8 Express the meaning of Discount

Straight reduction in price on purchase during a stated period of time.

9. Predict the factor affecting meaning of demand

demand

10. Locate the meaning of Competitive Bidding

Contract Price

UNIT IV

1. Express the promotional mix

Personal selling sales promotion, advertising

2. Restate the main disadvantage of newspaper

Today's newspaper is tomorrow's wastepaper

3. Construct the life span of news paper

One day

4. Explain the advantages of advertising

Creating awareness about the product.

5. Express the example of Outdoor advertising

Notice

6. Restate the example of indoor advertising

Television

7. Locate the meaning of Advertisement copy.

The words used to convey the advertisement idea

8. Explain the meaning of reference groups

A collection of individuals which influences individuals' opinion

9. Express the meaning of Sales Promotion

The programmes to increase the sales through exhibition, displays, advertising

10. Restate the object of sales promotion

Increase the buying response of ultimate wholesaler.

UNIT V

1. Predict the meaning of Retail price

Price at which a retailer sells the products to his buyers.

2.Explain the meaning of Pedlars

Carry their goods on their heads.

3.Locate the meaning of switchers

Consumers who show no loyalty to any brand

4.Restate reasons for growing rural markets

Change in rural consumer behaviour

5.Express the meaning of Market traders

open their shops on market days.

6.Express an example of large scale retailers

Departmental stores

7.Express the name of Consumers who buy one brand all the time

Hard core loyals

8. Express the meaning of service of retailer

keeps variety of goods.

9. Explain the meaning of Motives

Strong emotions

10.Who can file a complaint

Consumer

UNIT I

1. Show the Objectives of marketing
2. Discover the Importance of Marketing
3. Sketch the Evolution of Marketing
4. Examine the criteria for market segmentation
5. Interpret the modern marketing concept

UNIT II

1. Produce the marketing mix
2. Construct the stages of new product development
3. Schedule the features of branding
4. Show the advantages of packaging
5. Sketch the product mix

UNIT III

1. Produce the Cost based pricing
2. Construct the Demand based pricing
3. Show the Cost demand based pricing
4. Sketch the Competition based pricing
5. Examine the Oligopolistic pricing

UNIT IV

1. Show the objectives of sales promotion
2. Find the types of recruitment
3. Examine the steps in selection process
4. Sketch the importance of advertising
5. Discover publicity

UNIT V

1. Produce the services rendered by the retailers
2. Discover the problems faced by rural markets?
3. Predict the consumer protection act
4. Show the consumer rights
5. Schedule the consumer duties

UNIT I

1. Distinguish between marketing and selling
2. Outline the Functions of marketing
3. Discriminate the Benefits of market segmentation
4. Point out the Basis of market segmentation
5. Outline the modern marketing concept

UNIT II

1. Analyse the Product lifecycle
2. Determine the factors affecting choice of distribution channels
3. Identify the types of packaging
4. Investigate the Functions of branding
5. Identify the advantages of packaging

UNIT III

1. Investigate the Objectives of pricing
2. Determine the Factors affecting price determination
3. Identify the Methods of pricing
4. Discriminate the Importance of pricing
5. Investigate the advantages of pricing

UNIT IV

1. Discriminate the Importance of sales promotion
2. Investigate the Training of sales force
3. Outline the Functions of advertising
4. Identify the Kinds of media
5. Outline the Objectives of advertising

UNIT V

1. Investigate the reasons for consumerism
2. Outline the characteristics of rural marketing
3. Discriminate retail marketing
4. Analyse Consumer forum.
5. Outline Consumerism.