

Department of Business Administration
17 UBM 307 - MARKETING MANAGEMENT
MULTIPLE CHOICE QUESTIONS
UNIT-I

1. A true marketing mindset requires_____

- (1) Control mindset
- (2) Command mindset
- (3) Passive mindset
- (4) Active mindset

Ans. (4)

2. Modern styles of marketing are_____

- (1) Telemarketing
- (2) Web marketing
- (3) E-mails
- (4) All of these

Ans. (4)

3. Selling is_____

- (1) Different from marketing
- (2) A sub-function from marketing
- (3) Same as marketing
- (4) More than marketing

Ans. (2)

4. 'Customization' means_____

- (1) Tailor-made products for each customer
- (2) Customers selling goods
- (3) Tailor-made products for each staff
- (4) A selling process

Ans. (1)

5. Computers manipulate data in many ways, and this manipulation is called

- (1) Upgrading
- (2) Processing
- (3) Batching
- (4) Utilizing

Ans. (1)

6. A market survey is required for_____

- (1) Deciding marketing strategies
- (2) Deciding product strategies

(3) Deciding pricing strategies

(4) All of these

Ans. (4)

7. A 'Call' in marketing language means _____

(1) Calling on a sales person

(2) Calling on a customer

(3) Making a phone-call

(4) Tele-marketing

Ans. (2)

8. Marketing is both an "art" and a "science"—there is constant tension between the formulated side of marketing and the _____ side.

(1) creative

(2) selling

(3) management

(4) forecasting

Ans. (1)

9. The most formal definition of marketing is _____.

(1) meeting needs profitably

(2) identifying and meeting human and social needs

(3) the 4Ps (Product, Price, Place, Promotion)

(4) An organizational function and a set of processes for creating, communicating, and delivering, value to customers, and for managing customer relationships in ways that benefit the organization and its stake holders.

Ans. (4)

10. Cross-selling means _____

(1) Selling with a cross face

(2) Cross country marketing

(3) Selling other products to existing customers

(4) Selling to friends

Ans. (3)

11. Market Segmentation is useful for

(1) Preferential marketing

(2) Targeting existing client

(3) Identifying prospects

(4) All of the above

Ans. (4)

12. Market segmentation can be resorted to by means of

(1) Segmenting by age

(2) Segmenting by income

(3) Segmenting geographically

(4) All of these

Ans. (4)

13. The target group for a car loan is_____

(1) All auto drivers

(2) All auto dealers

(3) All car owners

(4) Any individual needing car

Ans. (4)

14. Market information means_____

(1) Knowledge of industries

(2) Knowledge of household

(3) Knowledge of peers

(4) All of these

Ans. (4)

15. The target group for agricultural loan is_____

(1) Any farmer

(2) Farm labourers

(3) Any individual dealing in agricultural or related activity

(4) All of these

Ans. (4)

16. Market segmentation means_____

(1) Segmenting the salesmen

(2) Segmenting the employees

(3) Segmenting the customers as per their needs

(4) Segmenting the products

Ans. (3)

17. A 'Target Group' means_____

(1) A group of sellers

(2) A group of buyers

(3) A group of products

(4) A group of persons to whom sales should be focused

Ans. (4)

18. Direct marketing means

(1) Advertisements

(2) Banners

(3) Face-to-face selling

(4) Selling by all staff

Ans. (3)

19. Web marketing involves

- (1) Selling web cameras
- (2) Web advertisements
- (3) E-mail chatting
- (4) Browsing the web

Ans. (2)

20. The ultimate aim of the marketing is to provide

- (1) More business to the company
- (2) More profit
- (3) More staff
- (4) More production

Ans. (1)

UNIT-II

21. Selling process includes

- (1) Publicity
- (2) Lead generation
- (3) Cross-country contacts
- (4) Product designing

Ans. (2)

22. Market share means

- (1) Paid-up capital
- (2) Shares held by employees
- (3) Shares of business volume as compared to other companies
- (4) Share price of the company quoted in the market

Ans. (3)

23. Market share can be increased by

- (1) Increasing the number of sales person
- (2) Increasing the sales volume
- (3) Increasing the products
- (4) Increasing production

Ans. (2)

24. Market segmentation means_____

- (1) Segmentation of sales teams
- (2) Allocation of territory
- (3) Sales arrangement
- (4) Segmentation of target group according to their needs

Ans. (3)

25. Target group of education loans is

- (1) All school students
- (2) All college students
- (3) All colleges
- (4) All schools
- (5) All hospitals

Ans. (2)

26. Referral means_____

- (1) Sales person
- (2) All customers
- (3) Lead provided by operation staff
- (4) Calling the existing purchasers

Ans. (3)

27. “USP” in marketing means_____

- (1) Unique selling practices
- (2) Uniform selling practices
- (3) United sales persons
- (4) Unique selling proposition

Ans. (4)

28. The meaning of ‘conversion’ in terms of sale is _____

- (1) Designing new products
- (2) Converting purchaser into sellers
- (3) Converting seller into purchasers
- (4) Converting perspective customers into purchasers

Ans. (4)

29. On-line marketing is mostly useful for marketing of

- (1) Saving accounts
- (2) Credit cards
- (3) Home loans
- (4) NRI deposits

Ans. (3)

30. Cross-selling means

- (1) City to city sales
- (2) Selling with cross face
- (3) Selling with crossed finger
- (4) Selling products to existing customers

Ans. (4)

31. Marketing strategy means_____

- (1) Ideas for new employment
- (2) Old techniques of selling
- (3) Techniques for improving marketing activities
- (4) Techniques for increasing production

Ans. (3)

32. Target group means_____

- (1) All purchasers
- (2) All sales persons
- (3) Targeted purchasers
- (4) All consumers

Ans. (1)

33. What is the USP of saving accounts?

- (1) High rate of interest
- (2) Easy operation
- (3) Risky transactions
- (4) Expensive transactions

Ans. (2)

34. Which one of the following is not a target group for saving accounts?

- (1) Salaried persons
- (2) Loss making companies
- (3) Doctors
- (4) Government employees
- (5) Insurance agents

Ans. (2)

35. Digital Marketing is similar to_____

- (1) Online marketing
- (2) Cold calling
- (3) Web designing
- (4) Market fore-cast

Ans. (1)

36. Full form of DSA is_____

- (1) Delivery Staff Agency
- (2) Direct Selling Agent
- (3) Direct Supplier Agent
- (4) Distribution and Supply Agency

(5) Driving Sales Ahead

Ans. (2)

37. Digital Banking can be resorted through:

(1) Mobile phones

(2) Internet

(3) Telephones

(4) All of these

Ans. (4)

38. Delivery channels means

(1) Maternity wards

(2) Handing over the products to the buyers

(3) Place where products are made available to the buyers

(4) All of these

Ans. (3)

39. Market expansion means

(1) Hiring more staff

(2) Firing more staff

(3) Buying more products

(4) Growth in sales through existing and new products

Ans. (4)

40. Effective marketing helps in

(1) Developing new product

(2) Creating a competitive environment

(3) Building demands for products

(4) All of these

Ans. (4)

UNIT-III

41. One of the methods for market monitoring is

(1) To watch T.V serials

(2) To discuss with other sales persons

(3) To monitor media outlets

(4) All of these

Ans. (2)

42. Sources of sales lead are_____

(1) Data mining

(2) Market research

(3) Media outlets

(4) All of these

Ans. (4)

43. Promotion to marketing means _____

- (1) Passing an examination
- (2) Elevation from one grade to another
- (3) Selling the products through various means
- (4) Selling the products in specific area

Ans. (3)

44. A call in marketing means

- (1) To phone the customers
- (2) To visit the customers
- (3) To visit the marketing site
- (4) To call on prospective customers

Ans. (4)

45. Value-Added service means:

- (1) Costlier products
- (2) Additional benefits at the same cost
- (3) Extra work by the sales persons
- (4) None of these

Ans. (4)

46. Rural Marketing can be more effective if it is arranged through

- (1) Meals
- (2) Village fairs
- (3) Door to door campaigns
- (4) All of these

Ans. (4)

47. The target group for marketing of educational loan is

- (1) All customers
- (2) Students
- (3) Only poor students
- (4) Students with good academic record

Ans. (4)

48. After sales service is not the job of:

- (1) Marketing staff
- (2) Sales persons
- (3) Directors of the company
- (4) All of the above are false

Ans. (4)

49. Innovation means

- (1) Product designing
- (2) New ideas
- (3) Motivation
- (4) Only (1) and (2)

Ans. (4)

50. A good sales person should have following quality/qualities

- (1) Job commitment
- (2) Sociability
- (3) Empathy
- (4) All of these

Ans. (4)

51. Successful marketing aims at_____

- (1) Increasing the sales volume
- (2) Increasing the profits
- (3) Increasing the output of the sales persons
- (4) All of these

Ans. (4)

52. Internet marketing means _____

- (1) Marketing to oneself
- (2) Marketing to the core group
- (3) Marketing to the employees
- (4) None of these

Ans. (4)

53. Market survey means_____

- (1) Market research
- (2) Market plan
- (3) Marketing strategies
- (4) Market monitoring

Ans. (1)

54. Rural marketing need not be resorted to because_____

- (1) Rural persons do not understand marketing
- (2) It is not cost viable
- (3) It is a waste of time
- (4) All the statement are false

Ans. (4)

55. Networking makes marketing_____

- (1) Very difficult
- (2) Very cumbersome
- (3) Easy to handle
- (4) Has no role in marketing

Ans. (3)

56. The target group for marketing of Internet Banking is

- (1) All customers
- (2) All literate customers
- (3) All computer literate customers
- (4) Only borrowers

Ans. (3)

57. Marketing is the combined study of_____

- (1) Buyer's behaviour and consumer tasks
- (2) Product demand and product supply
- (3) Brand building and publicity
- (4) All of these

Ans. (4)

58. Effective marketing helps in_____

- (1) Boosting the sales
- (2) Boosting the purchases
- (3) Boosting the demand and supply
- (4) All of these

Ans. (4)

59. Market size means_____

- (1) Size of the sales team
- (2) Size of the company
- (3) Scope for profit
- (4) Scope for marketing

Ans. (4)

60. Market share means_____

- (1) Share market
- (2) Sensex
- (3) Market changes
- (4) Share of business among peers

Ans. (4)

UNIT-IV

61. Direct marketing means_____

- (1) Face to face marketing
- (2) Over the counter marketing
- (3) Door to door marketing
- (4) All of these

Ans. (4)

62. A “Lead” means_____

- (1) A buyer
- (2) A seller
- (3) Employee
- (4) Employer

Ans. (1)

63. DSA means_____

- (1) District Sales Authority
- (2) Direct Selling Agent
- (3) Distributor and Sales Agents
- (4) Distributor and State Agent

Ans. (2)

64. A DSA’s main function is_____

- (1) To boost customer contacts
- (2) To boost emails
- (3) To boost telemarketing
- (4) All of these

Ans. (1)

65. A “prospect” means_____

- (1) Company’s prospectus
- (2) Company’s memorandum of association
- (3) A likely buyer
- (4) A likely seller

Ans. (3)

66. To “close a call” means_____

- (1) To clinch the sales
- (2) To abandon the sales
- (3) To lose the business
- (4) To annoy the customer

Ans. (3)

67. Good selling skill calls for_____

- (1) Patience
- (2) Perseverance
- (3) Persuasion
- (4) All of these

Ans. (4)

68. Marketing channels means_____

- (1) Delivery time
- (2) Delivery period
- (3) Purchase outlets
- (4) All of these

Ans. (4)

69. Value added services means_____

- (1) Additional cost
- (2) Additional production
- (3) Additional staff
- (4) Additional services

Ans. (4)

70. A “Target Group” means _____

- (1) Group of salesman targeting the customers
- (2) Likely buyers
- (3) Group of companies
- (4) All of these

Ans. (4)

71. “USP” in marketing means_____

- (1) Useful sales procedures
- (2) Useful selling propositions
- (3) Useful sales persons
- (4) Unique selling propositions

Ans. (4)

72. Market plan is a_____

- (1) Selling process
- (2) Year-end-budget
- (3) Calendar
- (4) Business document for marketing strategies

Ans. (4)

73. Market segmentation means dividing _____

- (1) The market group into homogeneous groups
- (2) The market process into easy steps
- (3) The sales teams into small groups
- (4) All of these

Ans. (1)

74. "HNI" means _____

- (1) Highly Non-Interested Individuals
- (2) Highly Needy Individuals
- (3) High Network Individuals
- (4) Highly Negative Individuals

Ans. (3)

75. Digital marketing includes-Find the incorrect answer

- (1) Web advertisement
- (2) E-mail canvassing
- (3) SMS campaigns
- (4) Mobile alerts

Ans. (4)

76. Marketing can be effected by _____

- (1) Bringing in new customers
- (2) Retaining existing customers
- (3) Selling more to existing customers
- (4) Quality pre and post sales service

Ans. (4)

77. The 4P's of marketing, 3 are product, place and promotion, which is the 4th P?

- (1) Price
- (2) Pricing
- (3) Purpose
- (4) Pride

Ans. (1)

78. Innovation in marketing means:

- (1) Good commutation skills
- (2) Good negotiation skills
- (3) Spirited motivation
- (4) Novel methods of selling

Ans. (4)

79. Telemarketing involves_____

- (1) Good communication skills
- (2) High level of motivation
- (3) Door-to-door campaigns
- (4) Event management

Ans. (1)

80. Online marketing is_____

- (1) Same as face-to-face marketing
- (2) Easier than traditional marketing
- (3) Boring as customers are not visible
- (4) Voluminous task

Ans. (2)

UNIT-V

81. A mission statement is_____

- (1) Same as vision statement
- (2) Same as targets
- (3) Part of the marketing plan
- (4) All of these

Ans. (4)

82. Market research is required for

- (1) Deciding sales volume
- (2) Deciding production levels
- (3) Deciding marketing strategies
- (4) All of these

Ans. (4)

83. Market segmentation means _____

- (1) Dividing then sales team into small groups
- (2) Dividing the marketing process into small steps
- (3) Dividing the territory into small areas
- (4) Dividing the target groups into homogeneous groups

Ans. (4)

84. Market segmentation is required

- (1) For avoiding old calls
- (2) To increase production
- (3) For territory allocation
- (4) For focused marketing

Ans. (4)

85. Motivation for sales persons can be achieved through

- (1) High success rate of conversion
- (2) Better sales incentives
- (3) Continuous training and updating of knowledge
- (4) All of these

Ans. (4)

86. Diversification means_____

- (1) Attaching more customers
- (2) Retaining existing customers
- (3) Increasing sales volume
- (4) All of these

Ans. (4)

87. One of the following is not a function of retail building

- (1) Accepting fixed deposit
- (2) Giving home loan
- (3) Giving education loan
- (4) Joint ventures

Ans. (4)

88. Data mining means_____

- (1) Same as database
- (2) Same as data warehouse
- (3) Market survey
- (4) Analyzing the data on customers

Ans. (4)

89. Customer database is_____

- (1) Useful for cross selling
- (2) Useful for CRM
- (3) Useful for customization of products
- (4) All of these

Ans. (4)

90. Data warehouse is_____

- (1) A godown
- (2) A shop selling computers
- (3) A showroom
- (4) A system where data on customers is stored

Ans. (4)

91. Retail banking is _____

- (1) Retail shopkeepers
- (2) Banks financing to retail traders
- (3) Same as Universal Banking
- (4) Giving consumer loans to various public

Ans. (4)

92. Good marketing requires one of the following

- (1) Proper planning
- (2) Good team work
- (3) Good communication skills
- (4) All of these

Ans. (4)

93. Marketing is a _____

- (1) One day effort
- (2) Team effort
- (3) One man effort
- (4) All of these

Ans. (2)

94. Service marketing is the same as _____

- (1) Transaction marketing
- (2) Relationship marketing
- (3) Internal marketing
- (4) Outdoor marketing

Ans. (2)

95. Marketing is influenced by _____

- (1) Product demand
- (2) Buyer behaviour
- (3) Brand image
- (4) All of these

Ans. (4)

96. Marketing helps in _____

- (1) Boosting production
- (2) Getting new clients
- (3) Interacting with strangers
- (4) All of these

Ans. (1)

97. Marketing is the art of _____

- (1) Buying more

- (2) Paying more
- (3) Selling more
- (4) Talking more

Ans. (3)

98. Internal marketing means_____

- (1) Marketing to self
- (2) Marketing to family members
- (3) Marketing to the staff members
- (4) Marketing inside India

Ans. (3)

99. A good and effective DSA should_____

- (1) Copy the competitor company
- (2) Criticize the competitor company
- (3) Join the competitor company
- (4) Be more effective than the competitor company

Ans. (4)

100. Which of the following statements is correct

- (1) Marketing is not required due to globalization
- (2) Marketing causes higher expenses and losses
- (3) Marketing is not required in profit- making companies
- (4) Marketing sharpens the minds of the employees

Ans. (4)

18 UBM 307 – MARKETING MANAGEMENT

K2 QUESTIONS

UNIT-I

1. What is Demand?
2. What is “Size of the Market”?
3. Define Price.
4. Who are customer & consumer?
5. Expand MIS.
6. What is Branding?
7. Define supplier.
8. What is product?
9. Define marketing.
10. Define MIS.
11. What are the marketing concepts?

UNIT-II

12. Differentiate between Selling and Marketing
13. Differentiate marketing and selling.
14. Define the term Marketing management?
15. What are the major markets which are available to marketers?
16. How are services different from products?
17. What is a customer „touch point“? Why is it important?
18. What is marketing interface?
19. Define market.
20. Define consumer behavior.

UNIT-III

21. Write the objectives of Marketing.
22. Explain the needs of segmentation.
23. What is a product?
24. Define strategy.
25. Give the process of implementation of marketing strategy.

26. Write GREEN MARKETING?
27. What do you mean by customer retentions?
28. Define advertisement.
29. Define Marketing Management.
30. How can marketing support the production department?
31. Mention the 4 P's of marketing.
32. List the stages of new product development.

UNIT-IV

33. „Marketing is businesses“-Comment
34. Definition of Marketing Plan?
35. Define sales territory.
36. Define pricing.
37. List the factors that influence pricing decisions.
38. What is the economic model of buyer behavior?
39. What is meant by marketing research system?
40. Define advertising.
41. What is meant by personal selling?
42. List the methods of pricing.
43. Define sales promotion.
44. List the methods of sales promotion

UNIT-V

45. What is meant by industrial goods?
46. List the methods of sales forecasting.
47. Define Promotion
48. Explain sales territory.
49. What is meant by forecasting?
50. List the methods of forecasting.
51. List any two challenges for global marketers.

18 UBM 307 – MARKETING MANAGEMENT

K3 QUESTIONS

UNIT-I.

1. Explain the components of Marketing Information System.
2. Explain undifferentiated market.
3. Apply channels of distribution and physical distribution.
4. Explain the methods of price determination.
5. Write short notes on the following terms:
Product Concept, Production concept, Marketing concept, Selling Concept

UNIT-II

6. Differentiate between Advertising & Sales Promotion.
7. Explain the qualities of a good sales man.
8. Explain classification of Consumer Goods.
9. Enumerate Jury of Executive Opinion Method.
10. List out the sources of recruitment of salesmen

UNIT-III

11. Differentiate between marketing and selling.
12. Elaborate features of modern marketing.
13. Explain functions of exchange.
14. Apply the functions of physical supply.
15. Elaborate advantages of Market Segmentation.
16. Explain Product Life Cycle

UNIT-IV

17. Explain characteristics of industrial goods.
18. Write short notes Buyer, Customer and Consumer.
19. Explain market segmentation.
20. What are the advantages in segmenting the markets?
21. List out the role of marketing in Indian economy.
22. Enumerate the methods of pricing.

UNIT-V

- 23. Explain briefly about Marketing Environment?
- 24. Explain the methods of sales forecasting.
- 25. Illustrate the advantages and limitations of marketing research process.
- 26. Explain in detail about sales territory.
- 27. Explain the applications of sales territories

18 UBM 307 – MARKETING MANAGEMENT

K4 QUESTIONS

UNIT-I

1. Describe the factors determining market segmentation.
2. Describe the factors influencing pricing decisions.
3. Enumerate the approach to pricing.
4. Describe Penetration Price Policy.
5. Differentiate between Propaganda & Advertising.

UNIT-II

6. Segment the merits & demerits of sales promotion.
7. Describe classification of market.
8. Differentiate between consumer goods and industrial goods.
9. Enumerate factors determining buyer behavior.
10. Elaborate the economic model of buyer behavior.

UNIT-III

11. Explain New product development.
12. Describe Product Life Cycle.
13. Segment the market for motor cycles.
14. Discuss the elements which constitute in marketing environment? Explain with examples?
15. Evaluate the modern marketing process.
16. Explain in detail the economic model of buyer behavior.

UNIT-IV

17. Explain the strategies for industrial marketing and consumer marketing
18. Discuss and Evaluate strategic marketing mix components
19. Explain briefly marketing strategy formulation?
20. Explain the different types of pricing methods? What are the factors to be considered before the setting of prices?
21. What is Sales Promotion? How develop the sales promotion programs?

UNIT-V

22. Define advertising? Why it is Important?
23. Explain the factors influencing buying behavior
24. What are the ways and means of building and measuring customer satisfaction with suitable illustrations
25. What are the steps in the marketing research process?
26. Explain about the research process in advertising with reference to one product of your choice.