

MODERN MARKETING (17 UEC 307)

K1 LEVEL

Unit I

1. The term market as derived from Word
 - a) **Latin**
 - b) Italic
 - c) Italic and latin
 - d) All the above
2. Marketing is
 - (a) Art
 - (b) Science
 - (c) **Both**
 - (d) Neither
3. Modern marketing concept is _____
 - a. price oriented
 - b. **consumer oriented**
 - c. product oriented
 - d. profit oriented
4. 4 P's of Marketing Mix are _____
 - a. Price, public, promotion, and profit
 - b. Place, Price, profit and promotion
 - c. Product, Price, Place and Profit
 - d. **Product, Price, Place and Promotion**
5. A place for buying and selling activities is called _____
 - a. **market**
 - b. marketing
 - c. market research
 - d. market information

6. Study of marketing from perspective of the legal enactment is
- (a) System Approach
 - (b) Legal Approach**
 - (c) Lawful Approach
 - (d) Institutional Approach
7. In evolution of marketing ----- stage was concerned only with mass production of goods.
- a. production orientation**
 - b. barter system
 - c. sales orientation
 - d. consumer orientation
8. Maintaining the inventory of goods purchased at the shop is
- (a) Buying
 - (b) Selling
 - (c) Assembling**
 - (d) Storage
9. This highly potential and most powerfull function today named as
- a) Marketing**
 - b) Market
 - c) Sales
 - d) Selling
10. Which function gives ‘time utility?’
- (a) Transportation
 - (b) Financing
 - (c) Risk Bearing
 - (d) Warehousing**
11. Designing a marketing program aiming at out a given target market is
- (a) Segmentation**
 - (b) Market aggregation

- (c) Diffusion
 - (d) Targeting
12. Which function expands the market for any product?
- (a) Financing
 - (b) Risk Bearing
 - (c) Warehousing
 - (d) Transportation**
13. Discouraging the demand for a product is termed as
- (a) Over marketing
 - (b) Demarcating**
 - (c) Remarketing
 - (d) Meta Marketing
14. Finding new uses for existing product
- (a) Over Marketing
 - (b) Demarcating
 - (c) Remarketing**
 - (d) Meta marketing
15. Application of marketing philosophy to social causes is
- (a) Meta Marketing**
 - (b) Remarketing
 - (c) Demarcating
 - (d) Social Marketing
16. In these market currencies of different countries are purchased and sold?
- a) Foreign exchange market**
 - b) Stock market
 - c) Terminal market
 - d) Primary market
17. Perfect market means _____

- a. prices are not uniform
 - b. product are not identical
 - c. free entry and exit into market**
 - d. lack of communication
18. Markets are created by _____
- a. nature
 - b. economic force**
 - c. business men
 - d. product
19. Marketing Mix consists of the following factors
- (a) Product, Price, Place, Promotion**
 - (b) Product, Plan, Packing, Policy
 - (c) Plan, Product, Place
 - (d) None of these
20. Marketing begins and ends with _____
- a. Consumer**
 - b. Transport
 - c. Price
 - d. product

Unit II

1. Assortment of product offered by a company is called
- (a) Trading up
 - (b) Product Mix**
 - (c) Product Diversification
 - (d) Product Line
2. In growth stage both will begin increase
- a) Sales
 - b) Loss and profit

c) Sales and profit

d) Loss

3. Company images and brand equity is factor affecting business

a. **Externally**

b. Internally

c. Government Policy

d. None of these

4. The major components of products mix are

a) Price

b) Product

c) All the above

d) Place

5. Introducing new products is rather difficult as it involves planning

a) long range

b) short range

c) medium range

d) all the above

6. This goal is adopted when the product reaches.....

a) Maturity stage

b) Statuary stage

c) Both a and b

d) None of these

7. AGMARK standardization is given to _____

a. industrial goods

b. agricultural goods

c. imported goods

d. consumer goods

8. Packaging has demonsional function

- a)One
- b)Two**
- c)Three
- d)Five

9.....is a more limited term but includes the technical activities of product research and design

- a)Product development**
- b)Profit development
- c)Sales development
- d)All the above

10..... Is an important element in meeting consumer needs

- a)Product
- b)Place
- c)Price**
- d)All the abo

11. Which one of the following statements is correct?

- a. selling includes marketing
- b. marketing includes selling**
- c. selling and marketing are the same
- d. marketing not including in business

12. Marketing research is concerned with _____

- a. anticipation of production
- b. supply position
- c. financial problems
- d. solution to specific problems of marketing**

13. A group of products that are closely related is called _____

- a. product mix
- b. **product line**
- c. product item
- d. product diversification

14. 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

15. Which of the following comprises brand, sub brand, co – brand

- (a) **Brand portfolio**
- (b) Brand Platform
- (c) Brand Architecture
- (d) Brand Equity

16 .The use of existing brand name to new product is called

- (a) **Brand Extension**
- (b) Line Extension
- (c) Brand Equity
- (d) Brand Image

17. Company using separate brand name for its new product is called

- (a) Line Extension
- (b) Brand Extension
- (c) **Muilt –Branding**
- (d) Single Branding

18. Preception of a brand in the minds of customers refers to

- (a) **Brand Image**
- (b) Brand Identity

- (c) Brand Equity
- (d) Brand Valuation

19. 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

20. When new products are introduced and test marketing is conducted this method is adopted

- a) Differentiated marketing
- b) Undifferentiated marketing
- c) Concentrated marketing**
- d) None of the above

Unit III

1. Which function helps in price stabilization?

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

2. 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**

3. Manufacturers these days use break even analysis for deciding

- a) Cost plus pricing**
- b) Cost plus price

c) Cost plus demand

d) None of these

4. The price is under thesemethod is fixed at a odd number

a)Odd pricing

b)Psychological pricing

c) Customer pricing

d)Prestige pricing

5. Pricing a new product is an

a)Art

b)Science

c) Art &Science

d) None of these

6. Internal factors are of the sometimes referred affect the price

a)Internal factor

b)Buition factor

c)External factor

d)All tha above

7.Many customers judge the quality of a product by its price

a)odd pricing

b)Prestige pricing

c)Price lining

d)Geographic pricing

8. Salesmanship calls for a more careful and planned approach than

a)Advertising

b)Salesmanship

c)Producing

d)None of these

9. Price concessions given to buyer who suffers dissatisfaction account of buying defective goods is

(a) Allowance

(b) Trade Discount

(c) Rebate

(d) Cash Discount

10. 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

11. 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

12. 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

13. This segmentation is based on the social class

a)Product segmentation

b)Demographic segmentation

c)Socio-economic segmentation

d)Benefit segmentation

14. Selling the same product at different prices is known as _____

- a. price lining
- b. **dual pricing**
- c. geographical pricing
- d. monopoly pricing

15. The words used to convey the advertisement idea is _____

- a. advertisement
- b. advertisement research
- c. **advertisement copy**
- d. advertisement budget

16. Fixing a high price for a new product will be called as -----

- a. **price skimming**
- b. price segmenetation
- c. dual pricing
- d. customary pricing

17. The word promotion derived from

- a) **Latin word**
- b) Old franck
- c) English
- d) American English

18. Sales promotion is always the outcome of production

- a) **Large scale**
- b) Small scale
- c) Medium scale
- d) Both a and b

19. ----- are networks that connect people within a company to each other and to the company network.

- a. internets
- b. **extranets**
- c. bit streams
- d. none of these.

20. The first MNC came to India in _____.

- a. 1920.
- b. 1921.
- c. 1919.
- d. 1923

Unit IV

1. MRTP act was set up in the year _____.

- a. **1950.**
- b. 1951.
- c. 1952.
- d. 1953.

2. _____ refers to the density of competition among firms.

- a. **Intensity of rivalry.**
- b. Competitiveness.
- c. Absolute competition.
- d. Competition.

3. ----- is a promotion strategy that calls for using the sales force and trade promotion to move the product channels.

- a **push strategy**
- b. pull strategy
- c. blocking strategy
- d. integrated strategy

4. A valid definition of a business purpose is to _____.

- a. **create a customer.**
- b. maximize profits.
- c. serve the society.
- d. increase the wealth in the firm.

5. Sales promotion includes all promotional activities other than advertising personal selling

- a) **Publicity**
- b) Advertisement
- c) Production
- d) All the above

6. The basic objective of sales promotion is to increase the buying response of ultimate

- a) Wholesaler
- b) **Consumers**
- c) Retailer
- d) All the above

7. The objective of sales promotion is to improve _____ share

- a) **Market**
- b) Stock
- c) Both a and b
- c) None of these

8. The reading matter or the theme of advertisement is known as

- a) Advertisement copy b) Attention value c) Promotion d) Sales

9. By advertising copy is meant the contents _____ color of presentation of the message of advertisement

- a) Size
- b) **Quality**

- c) Shape
- d)None of these

10.Television is not suitable for advertising _____Products

- a)Industrial**
- b)Natural
- c)Home made
- d)Consumer

11.News papers happen to be suitable media for advertising _____products used by masses.

- a)Consumer**
- b)Customer
- c)Wholesaler
- d)Retailer

12.Salesman helps the consumers to match their needs with the

- a) Price
- b)Discount
- c)Products**
- d)Quality

13.Salesman explains to the customers by giving a _____of how to use it

- a)Action
- b)Demonstration**
- c)Both a and b
- d)None of these

14.Salesman creates more _____which makes planned and regular mass production possible

- a) Demand**
- b)Sales
- c)Price
- d)Consumer

15.Advertising copy refers to the form of presentation of _____and its contents

- a)Message**
- b)Contents

- c)Summary
- d)None of these

16. It is an oral,face- to- face presentation with the prospective buyers for the purpose of making a sale

- a)Personal selling**
- b)Public relations
- c)Advertising
- d) Promotion

17.AIDA expansion

- a)Attention Impress Desire Action
- b)Affection Intersest Dedication Attention
- c)Attention InterstDesire Action**
- d)Attraction Inerest Desire Action

18.They kept inside package

- a)Discounts
- b)Offer
- c)Money
- d)Coupons

19. It is a non-personal presentation of goods or services

- a) Sales
- b)Purchase
- c)Advertising**
- d) Product

20. These advertisements are brought out by charitable organisations mainly to secure financial help from philanthropists.

- a)Co-operative advertising
- b)Comparative advertising
- c)Product advertising
- d)Non-commercial advertising

Unit V

1. Prevation of food adulteration act was implemented in the year

a)1954

b)1953

c)1961

d)1965

2. E marketing was otherwise known as

a)Traditional marketing

b)Gyerrilla marketing

c)Web marketing

d)None of these

3. Consumer protection act

a)1986

b)1954

c)1965

d)1961

4. E- marketing is the process of marketing a product or service using

a)internet

b)web

c)both a and b

d)none of these

5. Type of exploitation

a)labour exploitation

b)child soldiers

c)organ harvesting

d)All the above

6. It means any fault ,imperfection or shortcoming in the quality

a) Deficiency

b)Defect

c) Unfair trade practice

d)None of the above

7.It means a trade practice that has the effect of preventing,distorting or restricting competition in any manner

a)MRTP Act

b)Restrictive trade practice

c)Unfair trade practice

d)None of these

8.It is the process of testing the marketing plan for a new product

a)Trade

d)Test marketing

c) Tender

d)All the above

9.It is allowed by a manufacturer to a wholesaler or wholesaler to a retailer

a) Trader

b) Trade discount

c) Trade mark

d)None of these

10.The e-commerce domain that involves business activity initiated by the consumer and targeted to business is known as _____

a)B2B

b)C2C

c)B2C

d)C2B

11.The limitation of emarketing is _____

a) The inability to touch and feel

b)Instant cash payment

c)Touch and feel

d)Immediate delivery

12. What is COPRA

a)Consumer operating protection regulation authority

b)Consumer Protection Act

c)Consumer Protection Authority

d)All of the above

13. _____ is the largest global online auction website

a)e-bay

b)alibaba.com

c)wall-mart

d)reliance fresh

14.In the market place,consumers are exploited when

a)Shopkeepers weigh less than what they should

b)Traders add charges that were not mention before

c)Adulterated /Defective goods are sold

d)All the above

15.The consumer protection act 1986 extends to

a) The whole india

b)The whole India Except Jammu and Kashmir

c)The whole india except Nagaland

d)Both b and c

16.As per section 2(1)(b) of consumer protection act 1986,"complaint" means

a) a consumer

b)Any consumer association registered under the companies act 1956

c)The central govt or any state govt

d)All the above

17.The consumer protection act 1986 enacted in

a)24 Oct 1986

b)24 oct 1987

c)24 aug 1986

d)15 june 1986

18.Consumer day is celebrated on _____

a)January 15

b) March 15

c)April 15

d)December 15

19. Consumer protection is important for business because of _____

a)Long term investment

b)Social responsibilities

c)Use in society's resources

d)All of the above

20. Responsibility of consumer includes

a)Quality conscious

b)Insist on cash memo

c) Exercise rights

d) All the above

K2 LEVEL

Unit I

1. 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.

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. What do you mean by consumer orientation?

A customer-oriented organization places customer satisfaction at the core of each of its business decisions.

4. Define market segmentation.

Market segmentation is the process of dividing a *market* of potential customers into groups, or *segments*, based on different characteristics.

5. 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.

6. Write a note on Barter System.

A barter system is an old method of exchange.

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

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

8. 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

9. Define marketing mix.

The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place.

10. What is concentrated buying?

It refers to a situation where goods need to be purchased from a particular source only

Unit II

1. What do you mean by product policy?

Product policy is defined as the broad guidelines related to the production and development of a product.

2. 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.

3. Define product life cycle.

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.

4. 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.

5. Define Product Mix.

Product mix, also known as product assortment, refers to the total number of product lines a company offers to its customers.

6. What is a Brand?

***Brands* are used in business, marketing, and advertising. Unique design, sign, symbol, words, or a combination of these**

7. Define Branding.

***Branding* aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.**

8. Write a note on Packaging.

***Packaging* also refers to the process of designing, evaluating, and producing packages.**

9. 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.

10. Who is a jobber?

A jobber deals with certain securities

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 is price?

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

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.**

6. 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.

7. What do you mean by psychological pricing?

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

8. What is quantity discount?

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

9. What is promotion?

Promotion refers to the entire set of activities, which communicate the product, brand or service to the user.

10. What is marketing communication?

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

Unit IV

1. 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.

2. 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.

3. What is advertising?

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

4. What is transit advertising?

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

5. 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.

6. What is free sample?

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

7. 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.

8. What is advertising media?

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

9.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.

10.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.

Unit V

1.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.

2.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.

3.What is retailing?

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

4.What are speciality stores?

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

5.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.

6.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.

7.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.

8. When consumer protection act was implemented?

1986

9. What is remarketing?

It is a technique of finding new uses or users for a product

10. What is demarketing?

It refers to the practice of discouraging the consumers from buying either on a temporary or permanent basis

K3 LEVEL

UNIT I

1. Write a note on importance of market
2. What is telemarketing. Explain
3. Write recent developments in marketing concept
4. What is product planning and development
5. Explain reciprocal buying

Unit II

1. Write note on objectives of product policy
2. Write a note on functions of packing
3. Explain the product mix and distribution channels?
4. Explain the advantages of brand name and trademark.
5. What is mean by product life cycle explain the concept with example?

Unit III

1. Write a note on pricing on new product
2. What do you mean by pricing?
3. What are the factors affecting price decision?
4. Explain the objectives of pricing?
5. How can competition influence price?

Unit IV

1. List out the sales promotion methods
2. Explain the advertisement in sales promotion?
3. What are social objections to advertising?
4. What are the factors to be considered in selecting the advertisement media

5. Explain multi level marketing

UNIT V

1. Write a note on marketing ethics.
2. Explain any five laws protecting the interest of a consumer?
3. Give the details on consumer protection act
4. Write short note on e-marking
5. What do you mean by internet marketing?

K4 LEVEL

Unit I

1. Briefly explain the classification of market with suitable example.
2. Elucidate the needs for market emphasizing their contributes in various aspect?
3. What do you mean by market separations? how the seprate are resolved
4. Merits & demerits of marketing?
5. Explain global market, telemarket, recent development in marketing

Unit II

1. Distinguish between product policy and product planning
2. Describe the important aspect of product planning with emphasis on the part played by the product life cycle concept?
3. What is brand name? What are its uses what criteria are used in selecting a brand name?
4. Suggest the appropriate marketing stage for each of the stage of product life cycle?
5. Why do some products fail?. Suggest measures to overcome product failures.

Unit III

1. Briefly explain the pricing policing for product of new manufacturing company?
2. What are the factors that influence by pricing?
3. Briefly explain the kinds of pricing?
4. What are the importance of pricing & objectives of pricing & factors affecting pricing decision?
5. Discuss the internal and external factors affecting pricing decisions.

Unit IV

1. What are the objectives and importance & sales promotion?
2. Explain the functions and importance of advertisement?
3. Media Mix decision is crucial in advertising- Comment.
4. Briefly explain multilevel marketing?

5. Describe the Qualities of a good advertisement copy

Unit V

1. Explain the difference types of exploitation?
2. How traditional marketing is differentiated from e-marketing?
3. Discuss about consumer protection act explain it?
4. Write note on e-marketing, traditional marketing?
5. Discuss the procedure for admission of complaint and decision on the same under the consumer protection act
