

1. Which of the following factors affects the planning of marketing programme?
(a) Marketing Strategy (b) Marketing mix
(c) Market demand (d) All of these
2. Which is the element of modern marketing?
(a) It emphasizes mutuality of benefit
(b) It is customer oriented (c) It is operational
(d) All of the above
3. On-line marketing includes
(a) spatiality of on-line marketing (b) non intrusiveness of on-line advertising (c) soft-selling (d) All of the above
4. The marketing concept involves
(a) organization integration (b) competition orientation
(c) customer orientation (d) All of the above
5. The principle function of an electronic market is to facilitate the search for
(a) required product or service (b) required marketing
(c) required market (d) All of the above
6. Which one is/are the barriers to on-line marketing?
(a) Security (b) Customers' resistance (c) Infrastructure (d) All of the above
7. An evolution of the marketing discipline includes
(a) brand management (b) selling (c) mass production
(d) All of the above
8. Introducing cyberspace is based on
(a) quantum leap in communication (b) transactions
(c) public internet (d) All of the above
9. Which one is the selling task?
(a) Outside order taking (b) Inside order taking (c) Product delivery (d) All of the above
10. What is the role of internet in marketing?
(a) Market research (b) Market Testing (c) Product and market extension (d) All of the above
11. Which statement is true?
(a) Web Portal is a good example of mass communication medium type of one-to-many network (b) Web Portal s deliver news and other content to many visitors (c) Group networks allow members to maintain communication for exchange of ideas in common interest areas (d) All of the above
12. Redefining business relationship includes
(a) formation of business network (b) re intermediation (c) dis intermediation (d) All of the above
13. A brand can be a
(a) product mix (b) product feature (c) product name (d) product utility
14. Product line covers
(a) departmental stores (b) one price retailer (c) general retailer
(d) All of the above
15. Extranets are a blend of
(a) risk internet (b) public internet and intranets (c) open internet
(d) None of the above
16. A brand includes
(a) combination of name and symbol (b) design (c) logo or mark
(d) All of the above
17. The concept of on-line marketing is different from the concept of
(a) e-commerce (b) e-accounting (c) e-banking
(d) All of these
18. Using the power of on-line networks, social on-site groups and digital interactive media to achieve marketing and business goals is called
(a) e-Business (b) e-Commerce (c) lele-networking (d) None of these
19. What is the advantage of Marketing Information System?
(a) Data warehousing (b) Marketing intelligence
(c) Data mining (d) All of these
20. is a new way of performing the task of marketing, made feasible by the advent of new technology, namely the internet.

- (a) Rural marketing (b) On-line marketing (c) Green marketing
(d) E-marketing
21. Which is the correct statement?
(a) The extranets can be described as external intranets
(b) These are the websites created by companies to serve their main customers or suppliers, bankers, logistic partners (c) The extranets are currently the cores of the most of B 2B commerce (d) All of the above
22. Modern marketing consists of
(a) marketing and market research (b) CRM (c) supply chain management (d) All of the above
23. Which statement is true?
(a) Marketing can be defined as the process of satisfying human needs and wants with the help of information, services or goods through the exchange process (b) On-line marketing is an emerging concept in field of marketing (c) Marketing is a managerial function just as production and financial controlling (d) All of the above
24. Match the following

List I (Philosopher)	List II (Concept)
A. Dick Stroud	1. Business Strategy
B. Peter Drucker	2. The new Society of Organization
C. Ward Hanson	3. Internet Marketing
D. Michael E Porter	4. Internet Strategy
Codes	
A B C D	A B C D
(a) 1 2 3 4	(b) 4 2 3 1
(c) 4 3 2 1	(d) 1 3 2 4
25. Product and Market Extension is based on
(a) existing product new market (b) existing market new product
(c) new product new market (d) All of the above
26. Market potential is
(a) sales potential (b) industry potential (c) company demand potential (d) None of the above
27. Coordination is the achievement of orderly group efforts and unity of action in the pursuit of a common purpose was propounded by
(a) Money and Railey (b) Mintzberg (c) Peter Drucker (d) Fayol and Terry
28. Which factors determines the building up of a sales organization?
(a) Size of the unit (b) Size of the market
(c) Organizational policy of the management (d) All of the above
29. Which is/are the elements of promotion mix?
(a) Public relations (b) Exhibitions and trade fairs (c) Personal selling (d) All of the above
30. A brand is a name logo or symbol which identifies the goods or services of one seller and differentiates it from products of
(a) other markets (b) other sellers (c) other manufacturers (d) All of these
31. Which one is the key features(s) of market as per Baker?
(a) Full use of all the company's resource (b) A long-run perspective (c) Start with the customers needs
(d) All of the above
32. The buyer-seller dyads in life insurance business was presented by
(a) Franklin Evan (b) Wright (c) TS Knox (d) Henri Tosi
33. Who among the following has given two basic qualities of a good salesman which are empathy and persuasion?
(a) Levitt (b) Philip Kotler (c) Cundiff (d) Govoni
34. Which are the elements in personal selling?
(a) Human behavior (b) Empathy (c) Persuasiveness
(d) All of the above
35. Who studied the buyer-seller dyad in wholesale drugs and retail pharmacists?
(a) TS Knox (b) Levitt (c) Henri Tosi (d) Wright

36. Who quote the statement "Marketing is a human activity directed at satisfying needs and wants through exchange processes"?

- (a) Philip Kotler (b) Hansi LV (c) Peter F Drucker (d) DS Pauler

37. Product line covers

- (a) department stores (b) assortment of related products (c) same customer groups (d) All of the above

38. A product mix has which of the following elements?

- (a) Product length (b) Product width or breadth (c) Product depth (d) All of the above

39. Which statement is true?

- (a) The distribution channel is also responsible for the delivery of the product to the customer
 (b) Certain products can be delivered through the internet also
 (c) A firm can deliver its offer to customers either through a network of intermediaries or through direct sales force under its control or it can opt for direct selling to the end user
 (d) All of the above

40. Which statement is false?

- (a) The internet provides a set of application that can improve the means of and reduce the cost of maintaining contacts
 (b) It is more cheaper to create new customers WOM publicity than retaining old customers
 (c) The use of e-mails offers faster reach to number of people
 (d) Contacts with customers can be directly established via e-mail or can be customer controlled via the website

41. On-line transaction are especially important for commerce.

- (a) C 2 C (b) C 2 B (c) B 2 B (d) All of these

42. A firewall is a form of that allows information to flow from the outside world into a company's network while protecting the security and privacy of the internal network resources.

- (a) Proxy server (b) principal server (c) logistic management (d) extranet

43. Electronic Commerce

- (a) is a term popularized by the advent of commercial services on the internet
 (b) Includes electronic trading of goods and services
 (c) includes electronic funds transfer and data interchange
 (d) All of the above

44. Which statement is true?

- (a) Selling on-line is just one aspect of online marketing
 (b) Direct marketing is very popular in Western countries like UK and USA
 (c) The major channels being used by direct marketers to reach out to prospects and telemarketing
 (d) All of the above

45. Which of the following is not true?

- (a) Salesmanship is called consultative selling
 (b) Salesmanship is one of the skills used in personal selling
 (c) Sales management is not a part of marketing management
 (d) Undifferentiated products require more sales efforts than differentiated ones

46. AIDS theory of selling is based on

- (a) sellers orientation (b) buyer orientation (c) product orientation (d) marketing

47. In personal selling, the planning which tries to avoid non-productive calls is known as

- (a) pruning (b) prospecting (c) selective selling (d) None of these

48. "Buying formula" theory of selling based on the findings from the behavioural sciences was produced by

- (a) JA Howard (b) Cundiff (c) EK Strong (d) Dick Stroud

49. Which of the following is false?

- (a) Salesmanship is a part of personal selling
 (b) Personal selling is a part of promotion mix
 (c) Promotion mix is a part of marketing mix
 (d) None of the above

50. Intranets are

- (a) websites internal to a company (b) available to only authorized employees (c) cannot be accessed by outside stakeholders like suppliers (d) All of the above

51. Which statement is true?

- (a) The traditional advertising frequently takes recourse to emotional appeals
 (b) In traditional advertising, customer is at receiving end. But on-line digital media, unless the customer wants to access the marketer's digital media, he can avoid it easily
 (c) Logistics management is critical for on-line marketing
 (d) All of the above

52. The Information technology Act came into force on

- (a) October 2000 (b) October 2005 (c) September 1999 (d) September 2007

53. Which is the objective of IT Act, 2000?

- (a) To grant legal recognition to electronic records
 (b) To grant legal recognition to digital signature for authentication
 (c) To give legal sanctity for books of account maintained in electronic form by the banks
 (d) All of the above

54. Which fact is true about on-line marketing?

- (a) An effective website is one that is easy to access, regularly updated and provides economies of scale
 (b) The two most popular advertising methods on-line are commercial websites and banners
 (c) A banner is a graphic image that can be animated and when a user clicks on it, he gets connected to another website
 (d) All of the above

55. Which statement is true?

- (a) According to Kotler, a product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need
 (b) The configuration function maps to the product element of the marketing mix
 (c) Price is an important tool in the kit of marketers for influencing the behavior and the satisfaction of customers
 (d) All of the above

56. The internet offers marketers a fast, versatile and inexpensive in

- (a) communication medium (b) production medium (c) sale medium (d) All of the above

57. Marketing philosophy can be best explained as

- (a) creating the market and selling products
 (b) facilitating satisfying exchange relationship with customer
 (c) distributing products at the right price to market
 (d) creating demand for profit maximization

58. A company finds that it has excess of stocks to be sold. The firm increases its advertising budget by 30% and doubles its sales staff. This company is operating on which concept?

- (a) Marketing (b) Selling (c) Production (d) Product

59. All of the following are marketing management tasks except

- (a) marketing planning (b) project development and analysis (c) coordinating promotion mix (d) pricing the product

60. Which is the task of advertising?

- (a) Providing information about the product (b) Image building (c) Behavior reinforcement (d) All of the above

61. Which one is/are the selling tasks?

- (a) Outside order taking (b) Inside order taking (c) Product delivery (d) All of these

62. When need takes a it becomes a want.

- (a) lead (b) support (c) form (d) price

63. A change in the minimum drinking age in the UK presents a change in which of the following for Kingfisher beverages?

- (a) Marketing mix (b) Marketing environment (c) Marketing task (d) Product strategy

64. "More" is a brand of cigarette that appeals to the women smokers.

In the case, women comprises more's

- (a) target audience (b) target market (c) marketing mix (d) market

65. The role of marketing in modern organization is With task of matching customer's demand to company's supply.

- (a) non- integrative (b)integrative (c)responding (d)All of these
66. To manage a business well is to manage, its future, and to manage the future is to manage information, this statement is related to
(a)marketing intelligence (b)marketing research (c)marketing mix (d)effective sales planning
67. The fifth 'P' of marketing has its closeness with
(a)product and price (b)price and place (c)product and place (d)product and promotion
68. Mc Donald's uses a segmentation strategy for its sandwiches based on characteristics such as age, gender and income. It is using which group of segmentation variables?
(a) Demographic (b)Geographic (c)Psychographic (d) Behavioural
69. Family life cycle is most likely to be based on
(a) buying power and gender (b)geographic location and family size (c)marital status and age of children (d)marital status and income
70. Marketing research on pricing includes
(a) demand elasticities (b)perceived prices (c)cost analysis (d)All of the above
71. AMA Stands for
(a) Asian Management Association (b) American Marketing Association (c) Asian Marketing Association (d) All Marketing Activities
72. Which concept of marketing is product- oriented?
(a)Modern concept of marketing (b)Entity concept of marketing (c)Old concept of marketing (d)New concept of marketing
73. A product's is the place it occupies in the mind of consumers relative to the competing brands.
(a) image (b)attribute (c)position (d)segment
74. Which of the following is not a parameter to differentiate products?
(a)Nature (b) Consumers' intentions (c) Competitor's reactions (d) Social benefits
75. Which of the following is not a cost element?
(a)Perception (b) Credit costs (c) Depreciation (d) Time and energy
76. Which of the following is Marketing Orientation?
(a) Decentralised (b) Broad Product line (c) Consumers' interest dominates (d)All of the above
77. USP is
(a)Unique Selling Point (b) Unique Selling Proposition (c)Unique Sales Product (d)Utility Sales Potential
78. The set of all product lines and items that a particular seller offer for sale is called
(a) product mix (b)product width (c)product length (d)product depth
79. Which one is/are factor of pricing decisions?
(a)Buyer's paying capacity (b) Production cost (c) Business objectives (d) All of the above
80. Which is the factor of pricing decisions?
(a)Economic conditions of nation (b) Trade traditions of industry (c) Competition (d)All of the above
81. The product life cycle stage in which market acceptance of product is rapid and profits increases is
(a) growth stage (b)introduction stage (c)maturity stage (d)declining stage
82. A firm wants to focus its marketing efforts on price competition, the firm's long-run success will depend on having
(a) lower price than its competitors (b)lower price than it has historically charged (c)promotional campaign for lower prices (d)a lower cost structure than its competitors
83. Pricing objectives consists of
(a) price stabilisation (b)targeted rate of return (c) skim the cream (d)All of the above
84. Which of the following can be the pricing objectives?

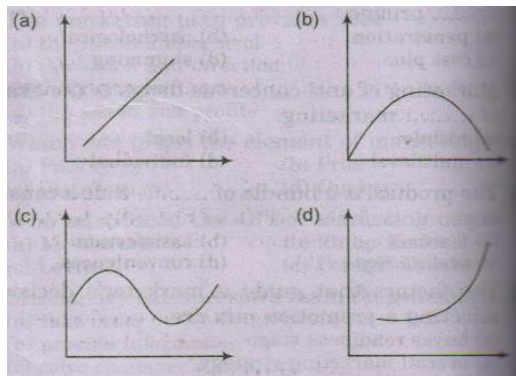
- (a)Market penetration (b)Market share (c)Competition (d)All of these
85. Of the following media, which one is used least frequently by business-to-business marketers?
(a)Direct mail (b) Television (c)Trade publications (d)Personal selling
86. The receiver's response to a message is for the source.
(a) feedback (b)decoding (c)feed forward (d)noise
87. Pricing objectives is combination of
(a)product line promotion (b)profit maximisation (c)cash recovery (d)All of these
88. "Price policies provide the guidelines within which pricing strategy is formulated and implemented". Who said it?
(a)Cundiff and Still (b)Philip Kotler (c)Scoffe (d)Levitt
89. Match the following
- | | |
|-----------------------------------|-------------------------|
| List | List II |
| (Features of an Line Advertising) | (Nature) |
| A. Interactivity | 1.Effective in engaging |
| B. Targeting | 2.Market |
| C. Tracking | 3.Brand image |
| D. Flexibility | 4.Change |
- Codes
- | | |
|-------------|-------------|
| A B C D | A B C D |
| (a) 1 2 3 4 | (b) 4 3 2 1 |
| (c) 1 3 2 4 | (d) 1 4 3 2 |
90. A paid form of non-personal communication about a product that is transmitted to a target audience through a mass medium is
(a)publicity (b)sales promotion (c)advertising (d)personal selling
91. The marketing channel of producer to retailer to customer is most likely to be used by producers of which of the following producers?
(a)Chewing gum (b)Cars (c)Tobacco (d)Hardware
92. Which of the following factors are used to understand consumer behavior?
(a)Motivation (b)Attitude and beliefs (c)Learning (d)All of the above
93. Which of the following are consumer response bases for segmentation?
(a)Occasions (b)Benefits (c)User status (d)All of these
94. Match the following
- | | |
|-------------------|---------------------------------------|
| List I | List II |
| (Authors) | (Ideas) |
| A.Bill Bishop | 1.Strategic Marketing for digital age |
| B.D Bird | 2.Commonsense direct marketing |
| C.Daniel S Jonal | 3.On- line marketing |
| D.Jeffrey Rayport | 4.Managing the market space |
- Codes
- | | |
|-------------|-------------|
| A B C D | A B C D |
| (a) 1 2 3 4 | (b) 3 2 1 4 |
| (c) 4 3 2 1 | (d) 1 3 2 4 |
95. Which statement is true?
(a)On- line marketing is a form of direct marketing (b)The phase of up and down is linked with fate of dot coms (c)The internet is a global medium (d)All of the above
96. Which of the following facts is /are true?
(a) B 2 C –Business Consumer (b) B 2 G –Business to Government (c) C 2 C-Consumer to Consumer (d)All of the above
97. A company is always looking forward to enhance the quality of its product and tries to come out with advanced products. which philosophy the company following?
(a)Marketing (b)Product (c)Production (d)Selling
98. Elements of marketing are
(a)needs (b)product/service (c)consumers (d)All of these
99. The term "Marketing Myopia" was coined by

- (a) Philip Kotler (b) Henry Ford (c) Theodore Levitt
(d) None of these
100. Sales Price – Cost = Profit is the pricing technique adopted by
(a) seller (b) manufacturer (c) marketer (d) All of the above
101. FAQs stands for
(a) Frequently Asked Questions (b) Financial Ability Quota
(c) Financial Administered Quotations (d) None of the above
102. A computer on a network that access resources provided by another computer is called a
(a) server (b) computer (c) browser (d) search engine
103. Which is the element of intensity of usage of website?
(a) Knowing about the offer of the organization (b) Clearing doubts with the help of FAQs (c) Sending suggestion or complaints through e-mail (d) Registering oneself to obtain important information (e) All of the above
104. Which are the barriers to the adoption of on-line marketing?
(a) Lack of technology with firm (b) Lack of funds (c) Lack of technical manpower (d) All of the above
105. The marketing concept represents a shift in orientation towards business
(a) from product orientation to customer orientation (b) from sales orientation to satisfaction orientation (c) from supply orientation to demand orientation (d) All of the above
106. A text or image whose address can be linked to another web page for reference is known as
(a) host (b) hyperlink (c) HTTP (d) None of these
107. A set of guide lines used to control trafficking of data from one host to another is called
(a) navigator (b) internet browser (c) internet protocol (HTTP) (d) hyperlink
108. A protocol that allows users to log on to a computer and access files from a remote location is called
(a) telepathy (b) telenet (c) spamming (d) pruning
109. A location on the web that as a launching point for searching and retrieving web based information is called
(a) portal (b) browser (c) search engine (d) None of these
110. Techniques of sales promotion are
(a) free samples and free offers (b) merchandising (c) trade credits (d) All of the above
111. Product includes
(a) ideas (b) services (c) place (d) All of these
112. Prices are kept very high in which pricing policy?
(a) Skimming (b) Penetration (c) Transfer pricing (d) Absorption pricing
113. Which statement is true about marketing?
(a) Marketing process connects manufacture to the market via marketing channels (b) The idea that marketing is a social exchange process involving willing consumers and sellers (c) Marketing phenomenon is present to some degree in both consumer and producers (d) All of the above
114. Which one of the following is not controllable variable of marketing environment?
(a) Psychological environment (b) Competitive environment (c) Technological environment (d) Socio-cultural environment
115. Marketers try to build long-term relationship with customers in
(a) CRM (b) PRM (c) e-CRM (d) All of these
116. A plan drawn up by sales managers to ensure that all prospective markets are visited by the sales team is termed as plan.
(a) coverage (b) call (c) beat (d) marketing
117. The schedule and sequence for visiting the outlets in any market is known as a plan.
(a) coverage (b) call (c) beat (d) visit
118. A concept ensures that a market and its outlets are covered in a particular order with no wastage of effort and time in covering a market.

- (a) milk-run (b) out-coverage (c) call-plan (d) scheduling
119. A is a onetime selling to price oriented customers who are not contacted again.
(a) value-added selling (b) technical selling (c) transactional selling (d) team selling
120. Which statement is true?
(a) Lifestyles are the patterns in which people live and spend their money (b) Segmentation by class helps them to design their own special mix to appeal to specific groups (c) Consumption is dominated by families with children, but they share with other groups a specific requirement or benefits (d) All of the above
121. An attitude is a
(a) mental and neural state of readiness to respond which is organised through experience and exerts directive or dynamic influence on behaviour
(b) an understanding of the processes described above is critical to the study of new product development
(c) a major change occurs as buyer's experience buildup (d) the study of customers buying behaviour
122. The ultimate level of segmentation leads to
(a) niche marketing (b) individual marketing (c) local marketing (d) None of the above
123. Breadth in a product mix refers to the
(a) number of products on offer by a firm (b) number of product lines offered by a firm (c) number of product variants in a line (d) None of the above
124. The marketing plan provides both
(a) the vision and control (b) the vision and direction (c) the vision and cost (d) the vision and profits
125. Which one is not the element of marketing mix?
(a) Packaging (b) Price (c) Distribution (d) Quality
126. Who introduced the 4P's of marketing mix?
(a) Mc Carthy (b) Philip Kotler (c) Levitt (d) Peter F Drucker
127. Missionary salesperson's main responsibility is to
(a) take order (b) provide information (c) solve customer's problem (d) respond to customer's demand
128. The skills that critical for the success of a sales manager are managing skills, technical skills and skills.
(a) communication (b) negotiation (c) people (d) problem solving
129. The first stage in buying decision process, in both consumer and business markets, is
(a) information search (b) deciding the attribute of a product required (c) problem recognition (d) None of the above
130. Match the following
- | List I | List II |
|------------------------|-------------------|
| (P's of Marketing Mix) | (Elements) |
| A. Product | 1. Warranty |
| B. Price | 2. Discounts |
| C. Place | 3. Retail outlet |
| D. Promotion | 4. Advertisement |
| E. Packaging | 5. Attractiveness |
- Codes
- | | A | B | C | D | E |
|-----|---|---|---|---|---|
| (a) | 1 | 3 | 2 | 4 | 5 |
| (b) | 1 | 2 | 3 | 4 | 5 |
| (c) | 1 | 4 | 3 | 2 | 5 |
| (d) | 5 | 1 | 3 | 2 | 4 |
131. The choice of the marketing mix depends upon
(a) marketing organization structure (b) marketing objectives (c) marketing environment of the firm (d) All of the above
132. The promotion mix involves
(a) advertising (b) sales promotion (c) personal selling (d) All of these
133. Which one is not the phase of new product development?
(a) Idea Screening (b) Concept development (c) Concept Testing (d) Quality Control

134. Price of shoe is Rs.299. This is an example of Pricing.
 (a) penetration (b)psychological (c)cost plus (d)skimming
135. Marketing of anti-cancerous drugs is the example of marketing.
 (a)niche (b)local (c)multilevel (d)individual
136. The product is a bundle ofthat a consumer buys.
 (a) features (b)satisfaction (c)preferences (d)conveniences
137. The factors that guide a marketer's decision in selecting a promotion mix are
 (a)buyer readiness stage (b)overall marketing strategy (c)nature of the product market (d)All of the above
138. Which one of these steps is not included under the step of marketing programming process?
 (a)Development the marketing mix (b)Selection of market targets (c)Setting objectives (d)Market response
139. Marketing Mix involves
 (a)product mix (b)promotion mix (c)service mix (d)All of these
140. Which one is the first P of marketing mix?
 (a)Price (b)Product (c)Promotion (d)Place
141. AIDS stands for Attention, Interest, Desire and
 (a)Arrangement (b)Agreement (c)Action (d)Availability
142. The legend for FAB approach consist of Features, Advantages and
 (a)Benefits (b)Betterment (c)Bargaining (d)Basic utility
143. Trial close questions are asked to check the prospect's
 (a)attitude (b)decision (c)Both 'a' and 'b' (d)None of these
144. Out of the different styles of negotiations used by the marketer to the customer is
 (a) you win, I lose (b)I win, you lose (c)I win, you win (d)None of these
145. Pricing strategy used for transactional selling is
 (a)mutually acceptable (b)competitive (c)skimming (d)product life cycle based
146. Channels of distribution is also known as
 (a)trade channel (b)marketing channel (c)path channel (d)product channel
147. Modern marketing includes marketing.
 (a)digital (b)green (c)societal (d)All of these
148. Marketing planning consists of
 (a)product positioning (b)market segmentation (c)distribution network (d)All of these
149. Internet marketing does not deal in
 (a) advertising (b)display advertising (c)e-mail marketing (d)web advertising
150. Which one is the part of product planning image?
 (a) TQM (b)Credibility (c)Risk (d)All of these
151. Market orientation consists
 (a)highlights the factor that influence customers buying decisions (b)promotes results of market research and R & D investment (c)diagnosis and interprets the strategy, cost tructure and objectives of marketing planning (d)All of the above
152. Marketing management is the process of product planning, pricing, promotion and along with the services to generate transaction that satisfies the organizational and user objectives.
 (a) placement (b)channel (c)distribution (d)goal achievement
153. Marketing environment system covers
 (a)MKIS (b)TQM (c)monitoring and control systems (d)All of the above
154. In most large, multi-product and multi-business organizations the strategic planning is done at
 (a)corporate level (b)product/operational level (c)business unit level (d)All of the above
155. The role of marketing at corporate level in large multi-business company is to provide information on customers and competitors and to

- (a) develop marketing strategy (b)advocate customer orientation (c)develop competitive advantage strategy (d)develop sales strategy
156. The role of marketing at business unit level or division level is to
 (a) develop long-term business strategy (b)develop competitive advantage strategy (c)develop target market positioning and product strategies (d) all of these
157. The sales strategy for each specific customer has four parts-classification of accounts, relationship strategy, selling methods and
 (a)pricing strategy (b)promotion strategy (c)channel strategy (d)product strategy
158. Elements of marketing planning is
 (a)analysis of past events and projection of future events (b)determination of future course of marketing actions (c)demand forecasting or sales projections (d)All of the above
159. Market control process consists
 (a)formation of performance standards (b)performance appraisal (c)correcting marketing mix (d)All of the above
160. The marketing concerns requires both fixed capital and
 (a)working capital (b)long-term capital (c)share capital (d)flexible capital
161. The researches of the Industrial Marketing Groups indicate the degree to which organizational purchasing behavior in different countries is influenced by
 (a)the domestic environment (b)the networks of relationship between suppliers and customers (c)the nature of the offering (d)All of the above
162. Match the following
- | | |
|----------------------|-----------------------|
| List I
(Elements) | List II
(Features) |
| A. Place | 1.Warehouse |
| B. Product | 2.Quality |
| C. Price | 3.Profit |
| D. Promotion | 4.Personal selling |
- Codes
- | | |
|-------------|-------------|
| A B C D | A B C D |
| (a) 1 3 2 4 | (b) 1 2 3 4 |
| (b) 1 4 3 2 | (d) 1 2 4 3 |
163. Sales budgets are generally set slightly with respect to the sales forecasts to avoid excessive risk.
 (a)lower (b)equal (c)higher (d)None of these
164. Sale budget consists of estimates of
 (a) expected sales volume (b)selling expenses (c)Both 'a' and 'b' (d) None of the above
165. Both top-down (or break-down) and bottom- up (or build-up) approaches aim at calculating
 (a) market potential (b)company sales potential (c) sales potential (d)All of the above
166. Which is the factor of Agricultural Market and Marketing?
 (a)The clear success of initiatives such as those takes by Danish bacon, Juffer oranges and frence apples (b)The success of 'new' product like kiwi fruit and kumquats (c)The demonstrated desire by consumers for quality reassurance and consistency (d)All of the above
167. A brand is a
 (a) product feature (b)product quality (c)product name (d)product image
168. Which graph shows the PLC stages?



169. Which of the following simple rules appear to contribute to more effective commercials?

- (a)The picture must tell a story (b)Provide a 'Key Visual' (c)Be single minded (d)All of the above

170. Delphi method was developed by "R and Corporation" during late

- (a)1930s (b)1940s (c)1950s (d)1960s

171. Native method, also termed as a time series method of forecasting is classified as

- (a) quantitative method (b) qualitative method
(c) Both 'a' and 'b' (d) None of these

172. The method of sales forecasting that gives the detailed breakdown of the sales forecast by products and territory is

- (a)exponential smoothing (b)regression analysis
(c) delphi method (d)sales force composite

173. Which one of the following is the most appropriate management control technique for timely completion of a project?

- (a)Organization chart (b) TQM (c)PERT (d)MBO

174. Burns and Stalker model for categorising organizations by structural designs uses the term

- (a) functional and geographic (b)functional and organic
(c) geographic and mechanistic (d)mechanistic and organic

175. The term SEM means

- (a)Sales Estimates Money (b) Sales Engine Management
(c)Sales Effective Management (d)Search Engine Marketing

176. The marketing concern generally taps three sources for financing its activities these are

- (1) Owned capital (2)Bank credit (3)Trade credit
(4)Freign loan (5)Fixed capital

- (a) 1, 3 and 5 (b)1,2 and 3 (c)1 and 4 (d)All of these

177. Product market integration may be defined as a state wherein both product image and consumer self image are in focus, there is a match between product attributes and consumer expectation both non economic and

- (a)social (b)technological (c)economic (d)All of these

178.Which of the following is not a factor of the demand variable according to Philip Kotler?

- (a)Environment variable (b)Competition variable (c)Customer variable (d)All of these

179. Marketing process involves

- (a)product mix planning (b)demand flow estimate
(c)demarketing (d)All of these

180. Which statement is true?

- (a)Effective market oriented screening and testing procedures are essential to reduce these high rates of failure (b)The value of test marketing largely depends on selection of the test area or areas and the process by which the experiment is conducted (c)Effective development is designed to ensure that the customer benefits under-lying the initial proposals and providing the basis for business analysis are delivered by final product (d)All of the above

181. The technical, industrial and commercial steps which lead to the marketing of a new manufactured products or commercial services and to the use of new technical processes, product or services is

- (a)product development (b)innovation (c)invention (d)technical change

182. The introduction of adaption, changes or modifications into existing products, brands or services designed to extend their viable life, adopt to new markets or introduce new uses is termed as

- (a) technological change (b)innovation (c)product development (d)upgradation

183. The environment of adaptation, development and modification in technology surrounding firm, its customers and the market is termed as

- (a) technological change (b)product improvement (c)innovation (d)invention

184. Strategic management is critical to

- (a)coordination of various SBUs (b)achieve competitive advantage (c)cope with the increasing complexity of business operations (d)All of the above

185. Which is the basic form of innovation?

- (a)Introduction of new products in the market (b)Improvement and development of existing form (c)Introduction of new production processes (d)All of the above

186. Which one of the following statements is correct?

- (a)Business policy is another name for long range planning (b) Strategic planning is the function of middle management (c) Strategic planning is largely influenced by external environment (d) Operational planning is the function of top management

187. Management by Objectives (MBO) is implemented in an organization by stages, one such stage of planning includes

- I. Assigning responsibilities for achieving objectives.
II. Choosing strategies appropriate to the objectives.

III. Allocating resources for achieving objectives.

IV. Scheduling specific activities to achieve objectives by maximum resource utilisation.

Identify the correct sequence in which the action planning stages are implemented

- (a) I, II, III, IV (b) II, III, IV, I (c) III, IV, I, II (d) II, I, III, IV

188. The concept 'Management by Exception' implies

- (a)exceptional contributions by the top management
(b)achievement of objectives by participation of all concerned
(c)that the immediate superior has to deal with deviations only and not with details

(d) that the highest officer need not worry about the results if he/she has delegated his/her authority

189. Consider the following ingredients of management by exception

I. Measurement

II. Projection

III. Selection

IV. Observation

V. Comparison

VI. Decision making

- (a) I,II,III,IV,V,VI (b) I,II,III,V,IV,VI (c)I, II, III,VI,IV,V
(d)I,II,III,IV,VI,V

190. In defining a sales territory the key word is

- (a) region (b)customer (c)geographic area (d)territorial area

191. Effective territory design and allocation of salespeople to territories result in

- (a) improved sales performance (b)improved company performance (c) Both 'a' and 'b' (d)None of the above

192. Which is the reason for setting up or reviewing sales territories?

- (a)Increase market coverage (b)Control selling expenses
(c)Better evaluation of salesforce performance
(d)All of the above

193. An effective sales territory design results in

(a) improved salesforce coordination (b)wellbeing of salespeople and company (c)increased profits (d)All of the above

194. In designing sales territories, the sales manager should start the process by selecting a geographical control unit that is (a) small (b)large (c)medium-size (d)any size

195. Which of the following is not controllable variable of marketing management?

(a)Competitive environment (b) Technological environment (c)Internal environment (d)Economic environment

196. "A Marketing policy is a statement of a course of action which will be followed under a given set of circumstances". Who made this statement?

(a)William J Stanton (b)Mc Carthy (c)Manson and Path (d)None of these

197. Which of the following are feature of effective market segmentation?

(a)Measurability (b)Substantiality (c)Ease and accessibility (d)All of the above

198. Which of the following statements is true?

(a)A brand name is a part of brand which can be vocalised (b)A brand is usually composed of a name and a mark of a product (c)Brand means a name term and symbol or a mix thereof used to identify the product of a firm and to distinguish (d)All of the above

199. Which of the following statements is are/ true?

(a)Distribution channel is a pathway through which products and services flow from producer to consumer (b)Sorting out involves breaking a heterogeneous supply into separate lots which are relatively homogeneous through grading or inspection (c)Distribution channel is a pathway through which products and services flow from firm to market (d)All of the above

200. Which one is the problem of marketing communication?

(a)Lack of trust (b)Hidden sources and data (c)Distance (d)All of the above

201. Which is the element of strategic decisions as per Johnson and Scholes?

(a)Long –term perspective (b) Complexity (c)Matching activities to resources (d)All of the above

202. Any paid form of non-personal presentation of ideas, goods or services by an identifiable sponsor is called as

(a)sales promotion (b)advertising (c)publicity (d)marketing communication

203. Which statement is true?

(a)The clear communication of objectives essential to a story client-agency relationship (b)A number of models which attempt to describe the way in which advertising, with the advertisers need to operate through intermediaries they distance from the point of purchase and long response time scale (c) Hastings and Leather propose a model of advertising research process which highlights the continuous nature of research and the value feedback loops (d)All of the above

204. Which is the task of a salesman?

(a)Develop market knowledge (b)Sales pitch (c)Prospect for potential clients (d)All of the above

205. Which one is not a part of promotional media?

(a)Broadcasting out of home (b)Printing (c)Internet marketing (d)Word of mouth publicity

206. Which of the following factors are influence by culture?

(a)Work habits (b)Values and ethics (c)Dress and food style (d)All of these

207. According to Sheth, Newman and Gross which of the following are five consumption values that customers look for in any product or service in a society?

1. Functional value 2.Conditional value 3.Social value 4.Emotional value 5.Knowledge value 6.Human value 7. Knowledge value 7.Quality value 8.Price value

(a) 1,2, 3, 4 and 8 (b) 1,2,4,5 and 8 (c) 1,2,3,4 and 5 (d) 1,3,5,7 and 8

208. Buying situations may be affected by

(a)awareness about competing brands in a product group (b)customer has a decision criteria under which he decides (c)customer compares choices (d)All of the above

209. Which of the following steps are not involved in the environmental scanning technique?

(a)Analysis of the decision (b)Identification of key decision factors (c)Analysis of each of the key variables individually (d)None of the above

210. Emerson efficiency system of wage payment means

(a)the worker in allowed a certain time within which he is required to complete his job (b)on completion of job within prescribed time, the worker is paid bonus of certain percentage (c)where the worker takes 50%more than prescribed time, he is paid no bonus (d)All of the above

211. The source of rules relating to internal management of a company is known as

(a)Memorandum of Association (b) Prospectus (c)Articles of Association (d)Fundamental Rules

212. In a group process, there are some forces favouring and some other forces opposing changes. As a result, an equilibrium is maintained. This is described by Kurt Lewin as

(a)field of adjustments (b)field forces (c)field of conflicts (d)cognitive dissonance

213. Which of the following is not correct about management auditor?

(a)He appraises and reviews the past performance and future plans (b)He evaluates the performance of management (c)He works simultaneously with the statutory auditor verifying the financial state of affairs of the company (d)He examines both financial and non financial records of the company

214. The most suitable form of business organization for the people of weaker sections is

(a)partnership firm (b)co-operative society (c)sole-trading firm (d)joint stock company

215. Basic territories can be determined by using

(a) build-up method (b)break-down method (c)Both 'a' and 'b' (d)any one of the two methods

216. In build-up method of determining the basic territory, companies try to equalise

(a)sales potential of all territories (b)workload of sales people (c)Both 'a' and 'b' (d)None of the above

217. Break-down method for determining basic territories is

(a)based on equalising sales potential of all territories (b)used by industrial product manufacturing firms (c)used by firms using exclusive distribution strategy (d)All of the above

218. Some of the commonly used routing pattern followed by a salesman are straightline hopscotch, cloverleaf and

(a) rectangular (b)circular (c)square (d)triangular

219. Many companies are using inside salespeople to

(a)reduce time demands on their outside salesforce (b)to give market information to other departments internally (c)to improve their internal networking (d)none of the above

220. Some companies use point sales volume quotas, instead of rupees or unit sales volume quotas, in order to improve

(a)sales volume (b)selling expenses (c)profitability (d)market share

221. Sales quotas are not suitable in

(a)buyer's markets (b)seller's market (c)Product in short supply (d)competitive markets (d)None of the above

222. "Marketing concept is the recognition on the part of management that all business decisions of the firm must be made in the light of customer needs and wants, hence that all marketing activities must be under one supervision and that all activities of a firm must be coordinated at the top, in the light of market requirements". Who said it?

(a) Lazo and Carbon (b) Schwartz G (c) King RL

(d) CP Mc Namara

223. Which of the following statements is true?

- (a) Product line is a group of products that are closely related either because they satisfy a class of need, are used together, are sold to same customer groups
- (b) Test marketing is the stage where the entire product and marketing programme is tried out in a small chosen sales environment
- (c) Product mix is all the products offered by a firm for sale
- (d) All of the above

224. A marketing plan is composed of three basic components namely

- 1. Objective 2. Procedure 3. Policies 4. Decision 5. Programme 6. Command

(a) 1,2,3 (b) 1,3,5 (c) 1,5,6 (d) 1,3,4

225. The most structured marketing problems are likely to be those dealing with

- (a) product (b) price (c) place (d) promotion

226. MRP stands for

- (a) Management Resource Planning (b) Marketing Research Programme (c) Manufacturing Resource Planning (d) Material Requirement Planning

227. Marketing planning is concerned with

- (a) planning the ads on newspapers and TVs (b) sales contracts with companies (c) deciding sales force size and deployment (d) All of the above

228. Marketing research does not normally

- (a) gather environment information (b) provide a continuous information (c) relate to all aspects of marketing operations (d) describe the current market situation

Directions (Q. No. 229): In the question given below are two statements labelled as Assertion (A) and Reason (R). In the context of two statements, which of the following is correct?

- (a) Both A and R are true and R is the correct explanation of A
- (b) Both A and R are true but R is not the correct explanation of A
- (c) A is true but R is false
- (d) A is false but R is true

229. **Assertion (A)** Selling is important not merely for increasing the profits of businessmen, but also for making goods and services available to the consumers in society.

Reason (R) It is process whereby goods and services finally flow to the consumers who need them and the firm perform its function of distributing its products among customers.

230. The concept of marketing mix involves a deliberate and careful choice of organization's product, price, place, promotion strategies and

- (a) policies (b) planning (c) concepts (d) All of these

231. Corporate goals involves

- (a) marketing objectives (b) research and development (c) production planning (d) all of the above

232. The book "Concept of Marketing Mix" was authored by

- (a) R Honston (b) Philip Kotler (c) H Neil Borden (d) Mc Carthy

233. Which of the following is an economic factor?

- (a) Gross national product (b) Per capital income (c) Trends in the price of goods and services (d) All of the above

234. Sources of verbal information include

- (a) radio and TV ads (b) customers (c) rateailers (d) all of these

235. Which statements is/are true?

- (a) environmental analysis and diagnosis involve understanding the five forces namely socio-economic, competition, technology, government polities and suppliers
- (b) Understanding the changes in these five forces
- (c) Technology factor involves understanding technological change affecting the firm's products process and systems and its capacity to respond faster to the customer
- (d) All of the above

236. Which of the following statements is not true?

(a) Promotion is a term taken from Latin word promoverer, it means moving from one end to another

- (b) In marketing, promotion means all those tools that a marketer uses to take his product from factory to customer
- (c) Rational appeals are directed at the rational thinking and evaluation of the customer
- (d) Social channel of communication refers to a one to one communication and involves a two person addressing a group of person

237. _____ channel refers to a one to one communication and involves a person or two persons addressing a group persons.

- (a) Social channel (b) Expert channel (c) Personal channel (d) Advocate channel

238. The effectiveness of marketing communication has to be measured on

- (a) cognitive levels (b) behavioural levels (c) conative levels (d) All of these

239. Gantt chart is essentially a pictorial presentation of

- (a) position chart of the function to be carried out by the members of a work term (b) a modified procedure for productivity improvement (c) an analysis of time event network (d) position in hierarchy of management

240. A sales manager in line position has an authority over the immediate subordinates to

- (a) recruit and select (b) direct and control (c) recommend and advice (d) None of these

241. A sales manager in staff position have authority to

- (a) recruit and select (b) direct and control (c) advice and recommend (d) All of these

242. In a flat organization structure the span of control, as compared to vertical structure is

- (a) more (b) less (c) equal (d) None of these

243. Line sales organization structure is most suitable for

- (a) small-size firm (b) medium-size firm (c) large-size firm (d) None of these

244. In the horizontal sales organization, most people in the organization are members of

- (a) management teams (b) cross functional teams (c) functional teams (d) departmental teams

245. Which statement is true?

- (a) Production dominated transaction can easily produce the response to customer needs
- (b) The interaction approach highlights the importance of the customer as the originator of exchanges
- (c) The long term nature of most health marketing relationships is central to this approach
- (d) All of the above

246. Marketing objectives covers

- (a) profit maximisation by extensive market coverage (b) winning loyalty and cooperation of dealers (c) developing product leadership (d) All of the above

247. The market process involves which functions?

- 1. Buying 2. Storing 3. Grading 4. Risk bearing 5. Transporting 6. Dividing 7. Financing 8. Selling

(a) 1,2,5 and 8 (b) 1,4,5 and 8 (c) 1,2,3,5,6 and 8

(d) All of these

248. Match the following

List I	List II
(Marketing Plans)	(Variables)
A. Baseline Research	1. Customer needs
B. Contingency Plan	2. Risk management
C. Technical Plan	3. Packaging
D. Organizational Plan	4. Regulation

Codes

- | A B C D | A B C D |
|-------------|-------------|
| (a) 1 2 3 4 | (b) 3 2 1 4 |
| (c) 3 2 4 1 | (d) 2 3 4 1 |

249. Major customer accounts having large sales potential are also referred to as

- (a) key accounts (b) national accounts (c) corporate accounts (d) All of these

250. One of the assumptions made in workload method for calculating size of sales force is
 (a) workload of salespeople are unequal (b) workload of salespeople are equal (c) potential of territories are same (d) potential of territories are different
251. For new companies who do not have personal histories of salespeople, job specifications can be developed from
 (a) study of job description (b) study of past description (c) asking customers (d) All of the above
252. Studies have found that one of the following types of interviews is far superior for predicting subsequent success of applicants than other types on interviews
 (a) structured interviews (b) in depth interviews (c) behavioural and performance based interviews (d) stress interviews
253. WOM is a
 (a) product strategy (b) promotion medium (c) software (d) None of these
254. Which one of the following is not a step of marketing planning process?
 (a) Analysis and interpretation of marketing opportunities and problems (b) Establishing marketing objectives (c) According and rejecting (d) Formulating transportation strategies
255. Market control process consists
 (a) formation of performance standards (b) performance appraisal (c) correcting deviations (d) All of the above
256. The book 'Marketing Behaviour and Executive Action' is written by
 (a) Alderson W (b) Philip Kotler (c) WH Newman (d) Brion Jm
257. Brion JM has authored which of the following books?
 (a) Marketing Behaviour and Executive Action (b) Marketing Management (c) Corporate Marketing Planning (d) Administrative Action
258. Which of the following is production oriented?
 (a) Company consideration dominates (b) Narrow product line (c) Centralised system (d) All of the above
259. "The marketing concept as a corporate state of mind that insists on the integration and coordination of all marketing functions, which in turn, are welded with all other corporate functions, for the basic objective of producing long range corporate profits." Who said this?
 (a) LG Peter (b) Felton A P (c) Philip Kotler (d) Levitt T
260. Match the following

List I (Bases for Market Segmentation)				List II (Elements)			
A. Geographic				1. Town			
B. Demographic				2. Gender			
C. Socio-economic				3. Income			
D. Psychographic				4. Perception			
Codes							
A	B	C	D	A	B	C	D
(a) 1	3	2	4	(b) 1	2	3	4
(c) 1	4	3	2	(d) 1	2	4	3

261. Consumption levels is which one of the type of segmentation bases?
 (a) Demographic (b) Socio- economic (c) Psychographic (d) Geographic
262. Consumer behavior consist of all human that go into buying decisions of customer.
 (a) character (b) behavior (c) values (d) beliefs
263. The sociological aspects which help marketers to understand consumer behavior includes
 (a) family (b) opinion leader (c) consumption patterns (d) All of these
264. The consumer goods which a customer usually purchases frequently, immediately and with the minimum of effort in comparison and buying are termed as product.
 (a) durable (b) convenience product (c) consumer

- (d) speciality product
265. The process of commercialisation involves the
 (a) deciding product characteristics and package (b) building up a appropriate marketing mix (c) introducing product in the market (d) All of the above
266. Relationship marketing is a form of marketing developed from
 (a) direct response marketing (b) long-term perspective (c) branding (d) on-line marketing
267. Assessment centre is a unit of a company that evaluates job applicants and employees by way of simulated exercises like
 (a) role plays (b) case analysis (c) business games (d) All of the above
268. The process through which new sales person socialises in the organisation is known as
 (a) assimilation (b) induction (c) accomdation (d) orientation
269. Job description statement of salesforce useful for
 (a) recruitment and selection (b) sales training (c) evaluation of sales people (d) All of the above
270. The most important and frequently used method of training sales people is
 (a) lectures (b) demonstration (c) case studies (d) on the job training
271. Motivation is derived from word movere.
 (a) Greek (b) Latin (c) French (d) English
272. Corporate strength includes
 (a) an aggressive and experienced top management team (b) extensive modern manufacturing setup (c) technological advantage (d) All of the above
273. Criteria for simplification consists of
 (a) declining absolute sales volume (b) decreasing market share (c) sales volume decreasing as a percentage of the firm's total sales (d) All of the above
274. A merchant who neither stores products or services nor delivers them to buyers from his own stock but he books orders directs manufactures to dispatch products to buyers at tha place and time indicated in the orders so booked is known as
 (a) drop seller (b) retailer (c) wholesaler (d) functional wholesaler
275. The book "Administrative reflections from World War II" is written by
 (a) Smith WR (b) Grulick Luther (c) WH Newman (d) H Koontz and Donell
276. Match the following.

List I (Elements of Promotion Mix)				List II (Sources of Message)			
A. Advertising				1. Print ads			
B. Sales Promotion				2. Discount Coupons			
C. Personal Selling				3. Telemarketing			
D. Publicity				4. Print media			
Codes							
A	B	C	D	A	B	C	D
(a) 1	3	4	2	(b) 1	2	3	4
(c) 1	4	2	3	(d) 1	3	2	4

277. Communications model is a representation of the flow of information in a message from its sources toand of the audience's reaction to the message.
 (a) audiences (b) business firms (c) customers (d) none of these
278. Sales contest areterm incentive pgrammes that can be an effective motivational tool.
 (a) short (b) medium (c) long (d) none of these
279. The first step in designing an effective sales compensation plan is

- (a) setup of specific objectives (b) examine the existing job descriptions (c) decide levels of pay or compensation (d) decide indirect payment plan
- 280.** A compensation plan for salesforce consists of following steps
1. Examine job descriptions.
 2. Set up specific objectives
 3. Decide levels of compensation.
 4. Develop the compensation mix.
 5. Decide indirect payment plan.
 6. Present and evaluate the plan.
- Arrange them in correct order
(a) 2,1,4,3,5,6 (b) 2,3,4,1,5,6 (c) 1,2,3,4,5,6 (d) 1,2,4,3,5,6
- 281.** The most effective style of leadership for a sales manager is
- (a) transactional leadership (b) transformational leadership (c) situational leadership (d) Leader Member Exchange (LMX)
- 282.** Leader – member exchange model focuses on dynamic exchange relationship between
- (a) sales manager and sales person (b) sales person and customer (c) sales man and retailer (d) sales man and supplier
- 283.** A person or a firm that buy merchandise and sale it either to retailers for subsequent resale to the consumer or to industrial buyer for business use is called
- (a) trader (b) wholesaler (c) retailer (d) drop seller
- 284.** Direct distribution system involves
- (a) own sales (b) own salesman (c) mail order (d) all of these
- 285.** Which are the factors to be considered while deciding the choice of channels of distribution?
- (a) Perish ability of product (b) Cost of transportation (c) size of orders (d) all of these
- 286.** “An agent middlemen nominated purchase or sales or both but does not take title to the goods in which he deals”. This statement is given by
- (a) Cundiff and Still (b) Mc Carthy (c) Stanton (d) AMA
- 287.** The main purpose of salesforce audit is
- (a) to study the activities of sales force (b) to understand the problems of a sales force and recommendations for changes (c) to improve the performance of a sales force (d) all of the above
- 288.** Evaluation of effectiveness of a sales organization is done by carrying out
- (a) sales Analysis (b) cost of profitability analysis (c) productivity analysis (d) All of the above
- 289.** E-CRM is a
- (a) cost management technique (b) online customer relationship management (c) online cost and rent management (d) all of the above
- 290.** Retaining middleman on the basis of ownership covers
- (a) Independent stores (b) corporate Chain stores (c) Contract chains (d) all of these
- 291.** Most companies define a sale when an order is
- (a) received (b) shipped (Dispatched) (c) paid for (d) Any one of the above
- 292.** The purpose of marketing (distribution) cost analysis is to find the
- (a) costs incurred in selling (b) profitability (c) sales volume (d) all of the above
- 293.** Which of the following decisions areas included in management of physical distribution of goods?
- (a) Size of inventory (b) Warehousing (c) Transportation (d) All of these
- 294.** Form of sales organization includes
- (a) line type sales organization (b) line and staff type sales organization (c) committee type sales organization (d) All of the above
- 295.** Individual training involves
- (a) on job training (b) job rotation (c) correspondence training (d) All of the above

- 296.** Which of the following may be considered for evaluation of salesman’s performance?
- (a) Report on completed activities and future activities (b) Report on expenditures (c) Report on new business and lost business (d) All of the above
- 297.** For marketing a long term study of profitability of different products and market segments, the most appropriate approach is
- (a) full cost method (b) contribution method (c) Both ‘a’ and ‘b’ (d) Neither ‘a’ nor ‘b’
- 298.** The most commonly used evaluation method used by sales organization for evaluating salespeople is
- (a) behaviourally anchored rating scale (b) management by objectives (c) graphic rating scales (d) ranking method
- 299.** Which of the following is a group of consumers according to buying behaviour?
- (a) Habit determined group (b) Cognitive group (c) Emotional reactors group (d) All of the above
- 300.** Quantity Discount Policy consists
- (a) cumulative quantity discount (b) non-cumulative quantity discount (c) off-season discount policy (d) All of these
- 301.** Which one is not the characteristics of service?
- (a) Intangibility (b) Inseparability (c) Variability (d) Possession
- 302.** The Serv Qual model developed by Parsuraman measures customer satisfaction on the basis of which of these?
- (a) Empathy (b) Assurance (c) Responsiveness (d) All of these
- 303.** Which of the following may be apply for government regulation on pricing?
- (a) Essential Commodities Act, 1955 (ECA, 1955) (b) IDRA, 1951 (c) MRTP Act, 1969 (d) All of the above
- 304.** Which of the following is the functions of distribution channel?
- (a) Fixing prices (b) Routinization of decisions (c) Promotional activities (d) All of the above
- 305.** Which of the following is not a function of distribution channel?
- (a) Managing finances (b) Aiding communication (c) Minimizing total transactions (d) None of the above
- 306.** Direct distribution system involves
- (a) own salesman (b) telemarketing (c) mail order (d) All of these
- 307.** Which of the following decision areas includes in physical distribution?
- (a) Size of inventory (b) Warehousing (c) Transportation (d) All of these
- 308.** Retailing middlemen on the basis of ownership covers
- (a) independent store (b) contract chains (c) super market shops (d) All of these
- 309.** Which of the following product is not considered on the basis of psychology?
1. Present Product
 2. Hedonic Product
 3. Maturity Product
 4. Anxiety Product
 5. Function Product
- (a) 1,3 and 5 (b) 1 and 2 (c) All of these (d) None of these
- 310.** Which of the following is a mode of purchasing?
- (a) By inspection (b) By description (c) By sample (d) All of these
- Directions (Q.No.311)** In the question given below are two statements labeled as statement I and II. In the context of the two statements, which of the following is correct?
- (a) Both Statement I and II are true and Statement II is the correct explanation of Statement I
(b) Both Statement I and II are true but Statement II is not the correct explanation of Statement I
(c) Statement I is true but Statement II is false
(d) Statement I is false but Statement II is true

311. Statement (I)Marketing occupies a significant position in service firm.

Statement (II)Marketing is concerned with creating value for customer.

312. Transportation performs this essential function of marketing. Proper arrangements for the transportation of products to markets is vital to the process of

(a)transportation (b)logistics (c)marketing (d)selling

313. The procedure for segmenting the B2B market is different from

(a) industrial market (b)business market (c)consumers market (d)C2C market

314. The distribution function provides the customer place, time and utility.

(a)possession (b)ownership (c)exchange (d)supply

315. The distance between the production point and its consumption point is know asdiscrepancy.

(a) temporal (b)location (c)mileage (d)spatial

316. Brand concept does not include

(a)packaging (b)digital marketing (c)brand personality (d)brand equity

317. Branding is an important process in the function of

(a)standardisation (b)equalisation (c)specialisation

(d)All of these

318. Branding consists

(a)standardising the good's quality (b)helps in distribution of goods to different customers (c)Removes element of speculation from buying (d)All of the above

319. Broker or agents are those mercantile agents who obtain neither the possession nor the of the goods but only serve to bring the buyers and sellers together.

(a)title (b)ownership (c)right of lien (d)None of these

320. The commission agent is a person who sell goods behalf of

(a) seller (b)buyer (c)wholesaler (d)consumers

321. Business opportunity involves

(a)segmented markets (b)consumer profile

(c)distribution network (d)All of their above

322. Match the following

List I (Variables)		List II (Elements)	
A. Geographic		1. Habital	
B. Demographic		2. Sex	
C. Psychographic		3. Perception	
D. Behavioural		4. Usage	

Codes				
A	B	C	D	
(a) 1	3	2	4	
(c) 1	4	3	2	
	A	B	C	D
(b) 1	2	3	4	
(d) 2	1	3	4	

323. The distribution planning may invariably be based on the

market survey carried out at the time of preparing the

(a)distribution plan (b)business plan (c)marketing budget

(d)inventory control

324. Marketing is the converting customer purchasing power into effective demand for specific product in order to achieve the or other objectives set by a company.

(a) pricing (b)sales target (c)cost (d)profit target

325. Which one of the following is not controllable variable of marketing environment ?

(a)Psychological environment (b)Competitive environment

(c)Technological environment (d)Socio- cultural environment

Answers

- | | | | | | | | | | |
|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| 1. (d) | 2. (d) | 3. (d) | 4. (d) | 5. (a) | 6. (d) | 7. (d) | 8. (d) | 9. (d) | 10. (d) |
| 11. (d) | 12. (d) | 13. (c) | 14. (d) | 15. (b) | 16. (d) | 17. (d) | 18. (d) | 19. (d) | 20. (b) |
| 21. (d) | 22. (d) | 23. (d) | 24. (b) | 25. (d) | 26. (b) | 27. (a) | 28. (d) | 29. (d) | 30. (c) |
| 31. (d) | 32. (a) | 33. (b) | 34. (d) | 35. (c) | 36. (a) | 37. (d) | 38. (d) | 39. (d) | 40. (b) |
| 41. (c) | 42. (a) | 43. (d) | 44. (d) | 45. (c) | 46. (a) | 47. (b) | 48. (c) | 49. (d) | 50. (d) |
| 51. (d) | 52. (a) | 53. (d) | 54. (d) | 55. (d) | 56. (a) | 57. (b) | 58. (b) | 59. (b) | 60. (d) |
| 61. (d) | 62. (c) | 63. (b) | 64. (b) | 65. (b) | 66. (a) | 67. (d) | 68. (a) | 69. (c) | 70. (d) |
| 71. (b) | 72. (c) | 73. (c) | 74. (d) | 75. (a) | 76. (d) | 77. (b) | 78. (a) | 79. (d) | 80. (d) |
| 81. (a) | 82. (d) | 83. (d) | 84. (d) | 85. (b) | 86. (a) | 87. (d) | 88. (a) | 89. (a) | 90. (c) |
| 91. (b) | 92. (d) | 93. (d) | 94. (a) | 95. (d) | 96. (d) | 97. (b) | 98. (d) | 99. (c) | 100. (b) |
| 101. (a) | 102. (a) | 103. (d) | 104. (d) | 105. (d) | 106. (b) | 107. (c) | 108. (b) | 109. (a) | 110. (d) |
| 111. (d) | 112. (a) | 113. (d) | 114. (a) | 115. (d) | 116. (a) | 117. (c) | 118. (a) | 119. (c) | 120. (d) |
| 121. (a) | 122. (b) | 123. (b) | 124. (b) | 125. (d) | 126. (a) | 127. (b) | 128. (c) | 129. (c) | 130. (b) |
| 131. (d) | 132. (d) | 133. (d) | 134. (b) | 135. (a) | 136. (b) | 137. (d) | 138. (d) | 139. (d) | 140. (d) |
| 141. (c) | 142. (a) | 143. (a) | 144. (c) | 145. (b) | 146. (a) | 147. (d) | 148. (d) | 149. (a) | 150. (d) |
| 151. (d) | 152. (c) | 153. (d) | 154. (d) | 155. (b) | 156. (d) | 157. (c) | 158. (d) | 159. (d) | 160. (a) |
| 161. (d) | 162. (b) | 163. (a) | 164. (c) | 165. (b) | 166. (d) | 167. (c) | 168. (b) | 169. (d) | 170. (b) |
| 171. (a) | 172. (d) | 173. (c) | 174. (b) | 175. (d) | 176. (b) | 177. (d) | 178. (a) | 179. (d) | 180. (a) |
| 181. (b) | 182. (c) | 183. (a) | 184. (d) | 185. (d) | 186. (c) | 187. (d) | 188. (c) | 189. (a) | 190. (b) |
| 191. (c) | 192. (d) | 193. (d) | 194. (a) | 195. (d) | 196. (a) | 197. (d) | 198. (d) | 199. (d) | 200. (d) |
| 201. (d) | 202. (b) | 203. (d) | 204. (d) | 205. (d) | 206. (d) | 207. (c) | 208. (d) | 209. (d) | 210. (b) |
| 211. (c) | 212. (b) | 213. (b) | 214. (b) | 215. (c) | 216. (b) | 217. (d) | 218. (b) | 219. (a) | 220. (c) |
| 221. (b) | 222. (a) | 223. (d) | 224. (b) | 225. (c) | 226. (c) | 227. (d) | 228. (b) | 229. (a) | 230. (a) |
| 231. (d) | 232. (c) | 233. (d) | 234. (d) | 235. (d) | 236. (d) | 237. (c) | 238. (d) | 239. (a) | 240. (b) |
| 241. (c) | 242. (a) | 243. (a) | 244. (b) | 245. (d) | 246. (d) | 247. (d) | 248. (a) | 249. (d) | 250. (b) |
| 251. (a) | 252. (c) | 253. (b) | 254. (c) | 255. (d) | 256. (a) | 257. (c) | 258. (d) | 259. (b) | 260. (b) |
| 261. (b) | 262. (b) | 263. (d) | 264. (b) | 265. (d) | 266. (a) | 267. (d) | 268. (a) | 269. (d) | 270. (d) |
| 271. (b) | 272. (d) | 273. (d) | 274. (a) | 275. (b) | 276. (b) | 277. (a) | 278. (a) | 279. (b) | 280. (c) |
| 281. (c) | 282. (a) | 283. (b) | 284. (d) | 285. (d) | 286. (a) | 287. (c) | 288. (d) | 289. (b) | 290. (d) |
| 291. (b) | 292. (b) | 293. (d) | 294. (d) | 295. (d) | 296. (d) | 297. (a) | 298. (c) | 299. (d) | 300. (d) |
| 301. (d) | 302. (d) | 303. (d) | 304. (d) | 305. (d) | 306. (d) | 307. (d) | 308. (d) | 309. (d) | 310. (d) |
| 311. (c) | 312. (c) | 313. (c) | 314. (a) | 315. (d) | 316. (b) | 317. (a) | 318. (d) | 319. (b) | 320. (a) |
| 321. (d) | 322. (b) | 323. (b) | 324. (d) | 325. (a) | | | | | |