

Commerce - Sem 5

Question bank

1. _____ is one of important steps in personal selling.

Mark only one oval.

- Blurring
- Rporting
- Prospecting
- Mentoring

2. _____ marketing makes use of electronic devices such as computer.

Mark only one oval.

- Rural
- Green
- Digital
- Traditional

3. _____ is one of the patterns of target market selection.

Mark only one oval.

- Middle market coverage
- Full market coverage
- Half market coverage
- Zero market coverage

4. The _____ concept rests on four pillars : target market, consumer needs, integrated marketing and profitability.

Mark only one oval.

- Holistic
- Product
- Marketing
- Production

5. Cloner strategy is followed by market _____.

Mark only one oval.

- leader
- follower
- challenger
- consumer

6. _____ is form of consumer- oriented promotion techniques.

Mark only one oval.

- Exchange offers
- Trade discounts
- Dealer conferences
- Trade Fairs

7. With the help of _____ marketers can analyse customer behaviour.

Mark only one oval.

- enterprise
- marketing research
- product concept
- product promotion

8. _____ is an element of the Marketing Mix

Mark only one oval.

- Profit
- Investment
- Price
- Plant

9. _____ when registered becomes a trademark.

Mark only one oval.

- Brand
- Product
- Pattern
- Copyright

10. _____ refers to a group of related products that share common characteristic, and channels of distribution.

Mark only one oval.

- Product mix
- Product range
- Product promotion
- Product line

11. _____ concept of marketing assumes that customers will prefer those products which are aggressively promoted.

Mark only one oval.

- Selling
- Marketing
- Societal
- Promotion

12. _____ concept of marketing aims at balance between society's welfare, customer satisfaction and company's profits.

Mark only one oval.

- Societal
- Promotion
- Selling
- Production

13. At the introductory stage of PLC, a business firm resorts to creating _____.

Mark only one oval.

- brand image
- brand awareness
- brand value
- brand history

14. _____ is an unpaid form of promotion-mix.

Mark only one oval.

- Advertising
- Salesmanship
- Promotion
- Publicity

15. _____ pricing helps to wipe out competition from the market.

Mark only one oval.

- Differential
- Predatory
- Premium
- Discounted

16. _____ is the consumer organization in India.

Mark only one oval.

- CGSI
- ASI
- AAAI
- GCMMF

17. _____ brand is marketed by Mondelez International.

Mark only one oval.

- Cadbury Dairy Milk
- Mercedes-Benz
- Levis
- Pizza Hut

18. The main objective of advertising is to _____.

Mark only one oval.

- increase sale
- increase profit
- create brand image
- create awareness

19. _____ facilitates detailed information to the prospective customer.

Mark only one oval.

- Promotions
- Trade fairs
- Advertising
- Sponsorships

20. _____ is a process of extending an existing brand name to other brands.

Mark only one oval.

- Brand loyalty
- Brand equity
- Brand extension
- Brand image

21. At the decline stage of product life cycle, a business firm may resort to _____.

Mark only one oval.

- price cuts
- aggressive advertising
- creating awareness
- product promotion

22. _____ research enables the marketer to identify the preference of customer.

Mark only one oval.

- Market
- Agent
- Dealer
- Consumer

23. _____ is an important element demographic segmentation.

Mark only one oval.

- Locality
- Cultural
- Age
- Lifestyle

24. _____ organization assists the consumers in legal matters.

Mark only one oval.

- Consumer
- Law Firms
- Social
- Political

25. The word ethics is derived from _____ word "Ethos".

Mark only one oval.

- Greek
- Latin
- Hebrew
- German

26. _____ concept of marketing assumes that consumers will prefer those product which are aggressively promoted.

Mark only one oval.

- selling
- marketing
- societal
- distribution

27. _____ concept of marketing starts with identifying customer wants and ends up with the satisfaction of those wants.

Mark only one oval.

- Product
- Distribution
- Production
- Marketing

28. _____ concept of marketing assumes that customers will prefer those product that are widely available and are low in cost.

Mark only one oval.

- Product
- Selling
- Production
- Marketing

29. _____ research enables the marketer to identify the preference of customer.

Mark only one oval.

- Dealer
- Consumer
- Market
- Agent

30. _____ is an important element of sociographic segmentation.

Mark only one oval.

- Age
- Usage rate
- Culture
- Region

31. _____ is an important element of behavioral segmentation.

Mark only one oval.

- Buying motives
- Gender
- Region
- Culture

32. _____ is an important element demographic segmentation.

Mark only one oval.

- Lifestyle
- Locality
- Age
- Cultural

33. The basis of marketing operations is the coordination of four key variables, namely : product, price, place and _____

Mark only one oval.

promotion

positioning

publicity

packaging

34. _____ refers to set of products which are offered for sale by a firm.

Mark only one oval.

Product design

Product mix

Product selling

Product promotion

35. _____ is a process of extending an existing brand name to other brands.

Mark only one oval.

Brand loyalty

Brand image

Brand equity

Brand extension

36. _____ gives a distinctive identity to the brand.

Mark only one oval.

Brand loyalty

Brand positioning

Brand equity

Brand Image

37. At the decline stage of product life cycle, a business firm may resort to _____.

Mark only one oval.

- aggressive advertising
- creating awareness
- product promotion
- price cuts

38. _____ is the perception of the brand in the mind of customers.

Mark only one oval.

- Brand equity
- Brand loyalty
- Brand image
- Brand positioning

39. _____ refers to the extra incentives that the channel intermediaries get to stock and promote the products.

Mark only one oval.

- Push commission
- Pull incentives
- Extra credit period
- Sponsorship

40. The main objective of advertising is to _____.

Mark only one oval.

- increase sale
- increase profit
- create brand image
- create awareness

41. _____ involves preparing and placing attractive displays of new product.

Mark only one oval.

- Salesmanship
- Merchandising
- Sales promotion
- Branding

42. _____ facilitates detailed information to the prospective customer.

Mark only one oval.

- Promotions
- Advertising
- Trade fairs
- Sponsorships

43. _____ helps in protecting the goods from damage during transportation.

Mark only one oval.

- Tracking
- Packaging
- Insurance
- Logistics

44. _____ channel is also called as a zero level marketing channel.

Mark only one oval.

- Direct
- Indirect
- Multi level
- Vertical

45. The word ethics is derived from _____ word "Ethos".

Mark only one oval.

- German
- Latin
- Hebrew
- Greek

46. Ethics is a branch of _____.

Mark only one oval.

- philosophy
- psychology
- sociology
- logic

47. Harmful products like cigarettes are promoted through _____ ads.

Mark only one oval.

- advocacy
- surrogate
- social
- negative

48. _____ is a consumer organization in India.

Mark only one oval.

- AAI
- ASI
- MGNREGA
- CGSI

49. _____ brand is marketed by Mondelez International.

Mark only one oval.

- KFC
- Cadbury Dairy Milk
- Mercedes
- McDonald

50. _____ organization assists the consumers in legal matters.

Mark only one oval.

- Social
- Consumer
- Political
- Law Firms

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