

1. The stages of the product life cycle in chronological order is:
 1. Introduction, growth, maturity, decline
 2. Introduction, growth, maturity, stagnation, decline
 3. Introduction, maturity, decline
 4. Introduction, maturity, stagnation, decline
 5. None of these
2. The key to competitive advantage is differentiation.
 1. Position
 2. Product
 3. Conformance
 4. Customer Consulting
 5. None of these
3. The functions of the distribution (marketing) channel are
 1. To gather market information/to promote and spread persuasive communications/physical proximity to consumer/matching the buyers' needs/negotiate and settle the final price.
 2. To provide the consumers with the required technical information about the products /physical distribution to consumers /acquire and use funds for financing the channel/intermediaries provide the deposit or buy the goods on cash basis./Assume the risk of carrying out the channel tasks.
 3. To bring the product ownership to the final buyer.
 4. both 1 and 2
 5. None of these
4. Which of the following is not a "market follower" strategy?
 1. Counterfeiter
 2. Adapter
 3. Initiator
 4. Cloner
 5. None of these
5. ___ is registering, trafficking in, or using a domain name with bad faith intent to profit from the goodwill of a trademark belonging to someone else.
 1. Email marketing
 2. Cyber squatting
 3. Web scraping
 4. Web spidering
 5. None of these
6. Features of channels of banking are
 1. Intangibility/inseparability from the seller/variability in customer expenses
 2. Perishability and non-storability/personal contacts with clients
 3. Banking services have no physical and personal channels of distribution.
 4. Combination of (1) and (2)
 5. None of these
7. The client of advertising agent is called:
 1. Customer
 2. Major
 3. Corporate
 4. Account
 5. None of these
8. The components of Promotion mix are-

1. Advertising; a paid form of non-personal promotion/personal selling; personal presentation to prospective clients.
 2. Sales campaign to encourage sales/public relations; for building good relations with clients/direct marketing; is making direct connect with individual customers.
 3. Sampling and coupons
 4. Both 1 and 2.
 5. None of these.
9. What are the main features of Marketing System (MIS)?
1. Creation of master plan for information flow, coordination between functional departments and specialist executives, future orientation for anticipating and preventing marketing problems and solving them.
 2. Facilitation for developing decisions in planning, organizing, controlling and initiating.
 3. Decision making, organising and controlling the major activities of the business and initiating action.
 4. All of the above.
 5. None of these.
10. _____ include medical specialist and legal advisors.
1. Speciality services
 2. Speciality products
 3. Primary services
 4. Secondary services
 5. None of these
11. The _____ represents our expectations of the general need for the Item during the lead time.
1. Reorder point
 2. Safety stock quantity
 3. Reordering policy
 4. Reordering cycle
 5. None of these
12. _____ is the principle of organization of a region around several political, social or financial centres.
1. Ethnocentrism
 2. Polycentrism
 3. Marketing expansion
 4. Gobal marketing
 5. None of these
13. Material culture is divided into two parts :
1. Language, Aesthetics
 2. Technology, Economics
 3. Education Religion
 4. Attitudes, Values
 5. None of these
14. Identify the group name, whose mission statement is : “To become a major player in the global chemical business and simultaneously growth in other growth industries like infrastructure”
1. Reliance
 2. Tata
 3. Bharti enterprises
 4. Kotak Mahindra
 5. None of these
15. Distinction between marketing and selling is

1. Marketing relates to producing or creating goods or services needed by the customers while in selling the objective is to sell whatever is available.
 2. Marketing is operational activity whereas the selling is a total management concept.
 3. Marketing is product focused while selling is customer focused.
 4. Marketing is oriented to the needs of the seller whereas selling is oriented to the needs of the buyer.
 5. None of these
16. Which one is true in respect of bank marketing?
1. Bank marketing deals with providing services to satisfy customers' financial needs and wants.
 2. Bank marketing has to discover/ascertain/anticipate the financial needs of the corporates.
 3. Bank marketing may be required to satisfy the corporates, and institutions, other related needs and wants.
 4. Bank marketing means competitive element, efficiency and effectiveness in the process.
 5. None of these
17. CRM Is a short form of:
1. Customer Relationship Management
 2. Company Resource Marketing
 3. Consumer Reaching Marketing
 4. Customer Relationship Marketing
 5. None of these
18. What are the objectives of pricing?
1. Profit optimisation, adjustment of prices due to competition, increasing the market share, improved cash flows to avoid cash crunch, stabilisation of demand and sales, improvement in product quality, communicates an image of the value.
 2. Understanding with price cartels, bargaining power of suppliers, government controls and regulations. buyers' behaviour, customer demand and competition.
 3. Price elasticity of the demand of the product, cost of manufacturing the product, characteristics of the product.
 4. Combination of (2) and (3)
 5. None of these
19. Segmentation of consumer markets is based on
1. Consumer characteristics
 2. Consumer responses
 3. Consumer challenges
 4. Both (1) and (2)
 5. None of these
20. Is the latest-buzzword in corporate boardrooms.
1. Service quality
 2. Service sector
 3. Service industry
 4. All of the above
 5. None of these
21. Relatively large. low-cost, low-margin high-volume, self service operations etc.
1. Super market
 2. Discount store
 3. Department store
 4. Convenience store
 5. None of these

22. Distribution mix refers to:

1. Selection of different distribution channels like Dis., tribution – Wholesaler Retailers Consumer etc.
2. Selection of sales promotion techniques, Advertis- 2 ing, Sales – promotion, personal selling etc.
3. Selection of pre-sales during sales after sales service etc.
4. All of the above
5. None of these

23. Market Research is useful for

1. deciding proper marketing strategies
2. deciding the selling price
3. choosing the right products
4. choosing the sales persons
5. All of these
6. None of these

24. $N = S/P (1 + T)$ indicates the:

1. Work load method
2. Sales potential method
3. Incremental method
4. Sales budget
5. None of these

25. A 'call' means

1. shout out to somebody
2. a profession or business
3. visit friends
4. visiting prospective customers
5. after- sales reserve

26. A bank expects fall in price of a security if it sells it in the market. What is the risk that the bank is facing?

1. Market risk
2. Operational risk
3. Asset Liquidation risk
4. Market liquidity risk
5. None of these

27. When a company acquires a supplier through an acquisition strategy. this is referred to as

1. Vertical marketing system
2. Forward integration
3. Horizontal integration
4. Backward integration
5. None of these

28. Charles Revson of Revlon observed: "In the factory, we make cosmetics; in the store.

1. we make profits
2. we challenge competitors
3. we implement ads
4. we sell hope
5. None of these

29. Mohan Sawhney has proposed the concept of ____ to describe a cluster of complementary products and services that are closely related in the minds of consumers but are spread across a diverse set of industries.

1. Metamarket
 2. vertical integration
 3. horizontal integration
 4. Betamarket
 5. None of these
30. What is the meaning of "Conversion"?
1. meeting a prospective client
 2. interacting with a prospective client
 3. converting an employer into an employee
 4. converting a seller to a buyer
 5. converting a prospective client into a buyer
31. What is the meaning of "Customization"?
1. acquiring more customers
 2. regulating customers
 3. special products to suit each customer
 4. more products per customer
 5. All of these
32. What is a logo?
1. Pictorial representation of what the company stands for
 2. Graphic or emblem used by a company to trigger instant recall
 3. The short form of the name of the company
 4. All kinds of advertisements used by the company
 5. None of these
33. Diffusion of Innovations is a theory that seeks to explain how, why, and at what rate new ideas and technology spread through cultures. The adopters of these innovations are categorised in five categories. Which of the following is incorrect?
1. Early adopters
 2. Early majority
 3. Late adopters
 4. Late majority
 5. None of these
34. Modern styles of marketing include(s)
1. digital marketing
 2. tele-marketing
 3. e-commerce
 4. e-mails solicitation
 5. All of these
35. e-Marketing is same as:
1. virtual marketing
 2. digital marketing
 3. real time marketing
 4. All of these
 5. None of these
36. What is the meaning of Value added services?
1. costlier products
 2. larger number of products
 3. additional services
 4. at par services
 5. None of these

37. The first Hypermarket was started by ____.
1. Walmart
 2. Carrefour
 3. Casino
 4. The dollar store
 5. None of these
38. What is the first step of sales process?
1. Lead generation
 2. Convincing the buyer
 3. Selling the product
 4. Showing a product
 5. None of these
39. Core competence of a company helps it to:
1. Maintain an edge over its competitors
 2. Position its product better
 3. Price its product better
 4. All of these
 5. None of these
40. Aggressive Marketing is necessitated because of ____.
1. globalisation
 2. increased competition
 3. increased production
 4. increased job opportunities
 5. All of these
41. Consumer research takes place at ____ stage.
1. Before purchase
 2. After purchase
 3. During the purchase
 4. All of these
 5. None of these
42. SWOT analysis does not contain ____.
1. Strength
 2. Weakness
 3. Opportunity
 4. Talent
 5. None of these
43. Efficient marketing style requires
1. proper planning
 2. good communication skills
 3. team work
 4. knowledge of products
 5. All of these
44. The performance of a sales person depends on
1. salary paid
 2. sales incentives paid
 3. size of the sales team
 4. ability and willingness of the sales person
 5. team leader's aggressiveness
45. What is the sole aim of marketing?

1. Increase sales
 2. Increase the number of employees
 3. Increase profits
 4. Increase production
 5. All of these
46. Which among the following is not part of the “4Ps”?
1. Product
 2. Price
 3. Profit
 4. Promotion
 5. None of these
47. Porter’s Five Force Models includes:
1. Bargaining power of customer
 2. Advertising
 3. Threat of substitute product
 4. Bargaining power of suppliers
 5. None of these
48. The Letter “T” in PEST stands for :
1. Treats
 2. Technological
 3. Teacher
 4. Table
 5. None of these
49. Brad Loyalty is defined by Kotler in for behaviour pattern. Which of the following is not part of them.
1. Hard Core Loyals
 2. Shifters
 3. Semi Loyals
 4. Shifting Loyals
 5. None of these
50. What is meant by “Lead generation”?
1. Tips for selling tactics
 2. Tips for better production
 3. Generate leaders
 4. Likely sources for prospective clients
 5. All of these