

JULY:07

TIME-3 HOUR
MARKS-80

Marks: [75*2=150]

1. Who define "marketing is the mgmt process for identifying, anticipating & satisfying consumers requirement profitably".
 - a. American Marketing association
 - b. Phillip Kottler
 - c. Chartered Institute of India
 - d. American Mgmt Association

2. Marketing Mix is a combination of?
 - a. Product
 - b. Power
 - c. Place
 - d. Distribution
 - e. Information
 - f. Price

i) a-c-d-e-f ii) a-b-c-d iii) a-c-d-f iv) a-b-c-d-f

3. Through which channel marketing activity make direct relation between producers to customer?
 - a. Promotion
 - b. Information
 - c. Distribution
 - d. All of these

4. Cundiff & Still define function of marketing in:
 - a. Two category
 - b. Three category
 - c. Four category
 - d. None of these

5. Arrange this concept as per their origin:
 - a. Production
 - b. Exchange
 - c. Selling
 - d. Product
 - e. Societal
 - f. Marketing

i) a-b-c-d-e-f ii) a-d-c-b-f-e iii) b-d-c-a-f-e
iv) b-a-d-c-f-e

6. "Marketing Myopia" is to be credited to?
 - a. Prof. J.W.Ghosh
 - b. Prof. Theodore Levitt
 - c. Prof. P.Hewlett
 - d. Prof. J.F.Pyle

7. Match the marketing concept pillars with their characteristics?
 - a. Target Market 1. Objective
 - b. Customer needs 2. Starting point
 - c. Integrated marketing 3. Means
 - d. Profit through customer 4. Focus Satisfaction

i) a-4,b-3,c-2,d-1 ii) a-4,b-2,c-3,d-1
iii) a-2,b-4,c-3,d-1 iv) a-1,b-2,c-3,d-4

8. Marketers define different customer need as, real need, unstated need,,& secret need
 - a. Open need
 - b. Delighted need
 - c. Announced need
 - d. Stated need

i) a&b ii) b&d iii) c&e iv) b&e

9. Which is not involving as auxiliary function of marketing?
- Marketing finance
 - Risk bearing
 - Pricing
 - Standardizing & grading
10. Match the different product with their examples?
- Convenience 1. Furniture
 - Shopping 2. Appliance replacement
 - Specialty 3. Automobiles
 - Unsought 4. Soft drinks
- i) a-4,b-3,c-1,d-2 ii) a-4,b-1,c-2,d-3
 iii) a-4,b-1,c-3,d-2 iv) a-1,b-2,c-3,d-4
11. When organizations maintain a group of closely related product that is considered as?
- Product item
 - Product mix
 - Product line
 - None of these
12. Match different product with benefit level?
- Pleasing Product 1. Long run benefit
 - Deficient 2. High immediate satisfaction
 - Salutary 3. Short run benefited
- i) a-2,b-3,c-1 ii) a-2,b-1,c-3 iii) a-3,b-1,c-2 iv) a-3,b-2,c-1
13. When all of a company product denoted with same name then it termed as?
- Individual branding
 - Over all Family branding
 - Line family branding
 - None of these
14. Arrange this NDP Process in correct sequence?
- Idea generation
 - Idea screening
 - Product development
 - Concept testing
 - Test marketing
 - Business analysis
 - Commercialization
- i) a-b-c-d-e-f-g ii) a-b-e-d-c-g-f
 iii) b-a-c-d-e-f-g iv) a-b-d-f-c-e-g
15. Match distribution channel with there intensity ?
- All available outlets are used 1. Selective to distribute a product distribution
 - Some available outlets are used 2. Exclusive distribution to distribute a product
 - Few outlets are used 3. Intensive distribution to distribute a product
- i) a-3, b-1, c-2
 ii) a-1, b-3, c-2
 iii) a-1, b-2, c-3
 iv) a-3, b-2, c-1
16. The process through which the supply of goods and services produced by manufacturer is matched with the assortment demanded by the customer is known as ?
- Assortment
 - Allocation
 - Sorting out
 - All of these
17. When successive stage of a marketing channel are united under one ownership ?
- Administered VMS
 - Contractual VMS
 - Corporate VMS
 - None of these
18. Factor which are not affecting the composition of a promotional mix?
- Organization budget
 - Target market characteristics

- c. Cost and method
- d. None of these

19. Which of the following factor not consider as psychological factor?

- a. Role and status
- b. Learning
- c. Perception
- d. Personality

20. Arrange these human need from bottom to top ?

- a. Safety and security
- b. Esteem need
- c. Socio Culture
- d. Physiological
- e. Self actualization
- i) d-c-a-e-b
- ii) e-b-c-a-d
- iii) b-e-a-c-d
- iv) d-a-c-b-e

21. Selective exposure , distortion and retention is a process of ?

- a. Learning
- b. Attitude
- c. Perception
- d. Personality

22. Match different reference group with there influencing factor?

- a. Primary group 1. Regular interaction
- b. Membership group 2. Occasional interaction
- c. Dissociative group 3. No interaction
- d. Secondary group 4. continous interaction
- i) a-4, b-3 ,c-2,d-1
- ii) a-1,b-3, c-2, d-4
- iii) a-1, b-2, c-3, d-4
- iv) a-3, b-1, c-2, d-4

23. Match different group with there belongingness?

- a. social class 1. social factor
- b. family income 2. Personal factor
- c. life style 3. cultural factor
- d. role & status 4.Economic factor
- i) a-1,b-2,c-3,d-4
- ii) a-4,b-1,c-3,d-2
- iii) a-2,b-3,c-4,d-1
- iv) a-3,b-4,c-2,d-1

24. Match different information mode with their sources?

- a. Public source 1. Examining & Handling
- b. Commercial source 2. Mass Media
- c. Personal source 3. Family Friends
- d. Experimental source 4.Sales person & Packaging
- i) a-2,b-4,c-3,d-1
- ii) a-4,b-2,c-1,d-3
- iii) a-2,b-1,c-3,d-4
- iv) a-4,b-1,c-3,d-2

25. The person who has the power to prevent information from reaching members of the buying center is known as?

- a. Purchase agent
- b. Gate keeper
- c. Receptionists
- d. All of these

26. Which of the following is not considering under emotional product buying motives?

- a. Pride
- b. Affection
- c. Imitation
- d. Recommendation of other
- e. Hunger & thirst

f. Appearance of the shop

- i) d&e
- ii) c,e,&f
- iii) d& f
- iv) none of these

27. Which of the following is not considering under rational patronage buying motives?

- a. Convenience
 - b. Versatility
 - c. Suitability
 - d. Service offered
 - e. Low price
 - f. Treatment
- i) d, e & f ii) b, c & d iii) b & c iv) b& d

28. the stimuli response learning theory is traced by and his experiment on ?

- a. D.J.Duncan & human psychology
- b. Durand & salivating dog
- c. Freudian & environmental analysis
- d. Pavlov & salivating dog

29. Match these psychoanalytical conditions with their processing?

- a. The Id 1. Instinctive
 - b. The Superego 2. Control device
 - c. The Ego 3. Internal filter
- i) a-2,b-1,c-3
ii) a-1,b-2,c-3
iii) a-1,b-3,c-2
iv) a-2,b-3,c-1

30. "If Maruti 800 is being focused as a family car while fiat Uno presented as a Compact and complete car", this eg. Belong to?

- a. Mass Marketing
- b. Product variety marketing
- c. Target marketing
- d. Micro marketing

31. When marketers segment, their market on the basis of Life Style & Value it comes under?

- a. Demographic segmentation
- b. Psychographics segment
- c. Both a & b
- d. None of these

32. Match the customer with their brand loyalty status?

- a. buy single brand 1. Switchers
 - b. No Specific brand 2. Hard core Loyal
 - c. Use 2 & 3 brand 3. Shifting loyal
 - d. Change from one 4. Split Loyalty to another
- i) a-1,b-2,c-3,d-4
ii) a-2,b-1,c-4,d-3
iii) a-2,b-3,c-4,d-1
iv) a-2,b-4,c-3,d-1

33. Match the examples with their segmentation?

- a. BPB Publication for 1. Selective segment specialization Computer books
 - b. Dhanpat Rai & Co 2. Full coverage
 - c. Bata shoes 3. Market specialization
 - d. castrol lubricants 4. Single segment concentration
- i) a-4,b-3,c-1,d-2
ii) a-1, b-2,c-3,d-4
iii) a-4,b-3,c-2,d-1
iv) a-3,b-2,c-1,d-4

34. Which of the following are not characteristics of MIS?

- a. On going process
- b. Proper integration & co-ordination
- c. Sturdy flow of information
- d. Past oriented

35. Which of the following are not considered as component of MIS?

- a. internal record system
- b. Decision support system
- c. Marketing Intelligence
- d. None of these

36. Arrange marketing research process in correct sequence?

- a. Problem recognition
 - b. Collection of information
 - c. Development research design
 - d. Analysis of information
 - e. Presenting the findings
- i) a-b-c-d-e
ii) a-b-d-c-e
iii) a-c-b-d-e
iv) Sequence not required

37. The process of conversion of data into information by eliminating useless data is known as:

- a. Tabulation
- b. Coding
- c. Analysis
- d. Editing

38. In the term SWOT , O instance for?

- a. Option
- b. Opinion
- c. Opportunity
- d. None of these

39. EDI define?

- a. Electronic data interface
- b. Electronic data interchange
- c. Electronic device integration
- d. None of these

40. CCO Define?

- a. Central chief officer
- b. Chief central office
- c. Chief communication office
- d. None of these

41. Irritation & Deception define to?

- a. Environmental issue
- b. Cultural Issue
- c. Social issue
- d. Ethical issue