

Q.1. The following does not represent a market situation:

- (A) A bank run dispensary located in its staff quarters
- (B) A fund raising charity show for the members of an NGO
- (C) A meditation camp of a religious organisation conducted for its members
- (D) A stall distributing kada prasad in a gurudwara.
- (E) None of these

Ans-(D)

Q.2. The markets are grouped into different types based on the geographical area, location of market place, product, nature of transaction, and volume of the transaction :

In the above statement the following is not correct:

- (A) Nature of transaction
- (B) Geographical area
- (C) Location of marketplace
- (D) Volume of transaction
- (E) None of these

Ans-(C)

Q.3. The following offering is not a service :

- (A) Fixed deposit receipt
- (B) Postage stamp
- (C) Gift coupon of a chain store
- (D) Insurance Policy

Ans-(C)

Q.4. The act of obtaining a desired object from someone by offering something in return is called as a (n)....

- (A) Transaction (B) Exchange (C) Relationship (D) Value
- Ans-(B)

Q.5. Economists use the term.....to refer to a collection of buyers and sellers who transact in a particular product class :

- (A) Customer (B) Market (C) Experience (D) None of these

Ans-(B).

Q.6. Out of the items mentioned below,.....is not a product:

- (A) Lecture by Shri Sudhansu Maharaj
- (B) Simla
- (C) Visit to Bank's London office
- (D) None of these

Ans-(C)

Q.7. A product line is a group of related products that function in a similar manner, are sold to the same customer groups, and marketed through the same type of outlets :

- (A) Group (B) Line (C) Category (D) Market

Ans- (B)

Q.8. Goods that are typically bought by a consumer based on a comparison of suitability, quality, price, and style are called.....goods:

- (A) Industrial (B) Speciality (C) Shopping (D) Convenience

Ans-(C)

Q.9. Out of the following,.....is not one of the three levels of a product :

- (A) Core (B) Augmented (C) Actual (D) Fragmented

Ans-(D)

Q.10. Out of the following,.....is not an objective of pricing :

- (A) Profit
- (B) Stabilising demand and sales of the product

- (C) Improvement in product quality
- (D) Expansion of business

Ans-(D).

Q.11. A bank has a special product for senior citizens which provides cheque book on saving account with customer name on cheque book, free of cost debit card with overdraft facility of Rs 15,000, a special pouch for holding passbook, cheque book and debit card, facility for withdrawal and deposits at any branch of the bank, free of cost remittances to any branch of the bank, and free of cost remittances to any branch of another bank covered under RTGS facility. Which of the following is the core product in this offering ?

- (A) Overdraft
- (B) Remittances
- (C) Saving account
- (D) None of these

Ans : (C).

Q.12. Of the following pricing methods,.....is not based on competitors pricing :

- (A) English Auction
- (B) Sealed--Bid Auction
- (C) Group Pricing
- (D) None of these

Ans : (C)

Q.13. Of the following pricing strategies,.....is not ideal for new products :

- (A) Market-Skimming
- (B) Discriminatory Pricing
- (C) Promotional Pricing
- (D) None of these

Ans: (B)

Q.14. A...discount is offered by the seller to intermediary who performs functions like selling, storing and record keeping :

- (A) Quantity
- (B) Trade

(C) Cash

(D) Seasonal

Ans : (B)

Q.15. In market skimming pricing strategy :

(A) Initially price is lower and then it is increased

(B) Initially price is higher and then it is reduced

(C) Intial price is high and is maintained high

(D) None of these

Ans : (B)

Q.16. Bank of Mathura is offering 1% higher interest rate on fixed diposite to senior citizens of 60 years and above. It is practising..... :

(A) Promotional pricing

(B) Psychological pricing

(C) Segmental pricing

(D) Product mix pricing

Ans : (C)

Q.17. with....pricing, the products are priced below list price (or even below cost)for a temporary period to create buying urgency :

(A) Reference

(B) By-product

(C) Promotional

(D) Market penetration

Ans : (C)

Q.18. Of the following pricing methods,....is not cost-based method.

(A) Value pricing

(B) Target-return pricing

(C) Mark-up Pricing

(D) Marginal cost pricing

Ans : (A).

Marketing Aptitude Questions have acquired lot of importance now a days as many banks are asking these type of questions. For all of you here is another set of marketing questions from previous years Bank PO Exams:

1. In Sales, Conversion means

- (1) Design new product
- (2) Convert buyer into a seller
- (3) Convert Seller into a buyer
- (4) Convert a prospective to a buyer
- (5) Religious Conversion

2. For 'On line' marketing Is the most effective means

- (1) Savings Accounts
- (2) Credit Card
- (3) Housing Loans
- (4) NRI Deposits
- (5) Business Accounts

3. Meaning of Cross-Selling is

- (1) City-City sales
- (2) Selling with cross-face
- (3) Sales with crossed fingers
- (4) Selling to existing customers
- (5) Cold-calling

4. Marketing strategy means.....

- (1) Idea for further Income
- (2) Old technique of sales
- (3) Ways to improve Marketing Activities
- (4) Ways to increase production
- (5) Networking

5. 'Target Group' means

- (1) All buyers
- (2) All sales persons
- (3) Prospective Buyers

- (4) All Customers
- (5) Delivery persons

6. What is the 'USP' in a 'Saving Account'?

- (1) High Rate of Interest
- (2) Easy to operate
- (3) Risky transactions
- (4) Cost by Goods
- (5) Banking systems

7. Which one of the following is NOT a 'target group' for Savings Bank Account'

- (1) Salaried Person
- (2) Loss incurring companies
- (3) Doctors
- (4) Government servants
- (5) Insurance Agent

8. Target Market for Housing loans will be

- (1) Existing clients
- (2) Persons who do not own a house
- (3) Persons who own more than one a house
- (4) Builders
- (5) NRI's

9. Objects of Digital Marketing are

- (1) Online Marketing
- (2) Cold-Calling
- (3) Web-Designing
- (4) Anticipating the market
- (5) Out door marketing

10.'DSA' means

- (1) Delivery staff Agency
- (2) Direct Selling Agent
- (3) Direct Supplier Agent

(4) Distribution and Supply Agency

(5) Driving Sales Ahead

ANSWERS:

(1) 4 (2) 2 (3) 4 (4) 3 (5) 3

(6) 1 (7) 2 (8) 2 (9) 3 (10) 2