

Q1.Which of the following are target customer?

- a) structure
- b) factors
- c) future customer
- d) suppliers and producers
- e) none of these

Q2."Marketing is a mixture of mixture"this statement is related to-

- a) product planning
- b) price determination
- c) cost
- d) saving
- e) marketing mix

Q3.Which of the following is the starting point of marketing?

- a) market
- b) production place
- c) buyer's house
- d) seller's house
- e) all of these

Q4.which of the following customers are main customers of a bank?

- a) customer
- b) employee
- c) society
- d) all of these
- e) none of these

Q5.For customer oriented comoany,customer satisfaction is-

- a) target
- b) marketing tool
- c) enterprise of profit
- d) both 1 and 2
- e) all of these

Q6.what is true about patent right?

- a) can't be transferred
- b) can be transferred
- c) utility meets to an end
- d) all of these

e) none of these

Q7.promotion mix contains

- a) advertisement
- b) personnel sale
- c) sales promotion
- d) publicity
- e) all of these

Q8.which of the following is not a work of marketing?

- a) grading
- b) packaging
- c) pricing
- d) standardisation
- e) accounting

Q9.putting the goods of same characteristics in a specific category is known as-

- a) branding
- b) standardisation
- c) labelling
- d) packaging
- e) grading

Q10.demand consists-

- a) want or need
 - b) willingness to spend
 - c) resource to purchase
 - d) only 1 and 2
 - e) all of these
-

Q1) All the market efforts starts with the discovery of?

- a) Product
- b) Needs & wants of consumers
- c) Corruption
- d) Valid Crime Case
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Q2) What type of relation is there between company and suppliers?

- a) Direct

- b) Indirect
- c) Multilevel
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- e) Private

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- a) Concentration
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- a) What to do?
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Q9) is the king of market?

- a) Consumer
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Q10) Which of the following is not a base for market segmentation?

- a) Education
- b) Martial Status
- c) Age
- d) Raw material
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Q11) Which of the following are shareholders of the organisation?

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- c) Suppliers
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Q12) Indirect trade is a medium by which goods are transferred through?

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Q13) Which of the following represent sandwich marketing?

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- d) Doctors

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Q14) Which of the following is part of advertising copy?

- a) Title
- b) Subtitle
- c) Card Box
- d) Name of Product
- e) 1 2 and 4

Q15) How many parts agriculture marketing has?

- a) 2
 - b) 4
 - c) 6
 - d) 8
 - e) 5
-

Q1. Marketing is not required for one of the following products _____?

- a)Corporate Loan
- b)Export Business
- c)Import Business
- d)Credit Card Business
- e)none

Q2). Market share analysis helps the track _____?

- a)Share price movements
- b)percentage share of business
- c)pricing strategy for share values
- d)All of these
- e)none

Q3). Diversification means _____?

- a)marketing in different countries
- b)marketing diverse companies
- c)making new, diverse products
- d)marketing by diverse sales team
- e)none

Q4) Study of marketing environment means _____?

- a) study of company's markets, customers and competitors
- b) study of economic environment
- c) study of current trends
- d) All of these
- e) none

Q5) A Market plan includes _____?

- a) market objectives
- b) market research
- c) pricing strategy
- d) situation analysis
- e) All of these

Q6) Customization is useful for _____?

- a) motivating the sales force
- b) to add variety in marketing
- c) value added service
- d) pleasing target customers
- e) none

Q7) Telemarketing campaigns are resorted to _____?

- a) avoid cold calls
- b) avoid buyer resistance
- c) avoid seller inhibitions
- d) reaching a wider audience
- e) All the above

Q8) Customer Retention means _____?

- a) retaining the customers at the Bank for the full day

- b)quick disposal
- c)customers dealing with the same bank for long time
- d)better standards
- e)All the above

Q9) Which is the technique used for effective marketing planning?

- a)psychological tools for marketing
- b)goal oriented
- c)marketing research
- d)physical distribution
- e)All the above

Q10) Internal Marketing means _____?

- a) Selling to oneself
- b) Selling to the employees
- c) Selling of samples
- d) Selling to foreign markets
- e)none

Q11) Marketing in Banks is required for _____?

- a)Getting new customers
- b)Retaining existing customers
- c)Lending
- d)Accepting of deposits
- e)All of these

Q12) Advertisements are required for _____?

- a)Boosting the production levels
- b)Motivating the employees
- c)Boosting the sales
- d)All of these
- e)none

Q13) For effective selling, salesman should be which of the following _____?

- a) pushy
- b) aggressive
- c) timid
- d) talkative
- e) Calm

Q14) Customer Loyalty means _____?

- a) shifting of customers from one bank to another
- b) customers banking with one bank exclusively
- c) customers returning lost items
- d) customers giving gifts to banks
- e) none of these

Q15) Which is the Four C's of marketing?

- a) customer, cost, communication, convenience
 - b) corporate, cost, communication, convenience
 - c) consumer, cost, communication, convenience
 - d) competition, cost, communication, convenience
 - e) none
-

Q1) Marketing in banks is defined as ?

- a) Negotiable Instrument Act
- b) RBI Act
- c) Banking Regulation Act
- d) Companies Act
- e) None of these

Q2) Marketing in Banks is ?

- a) A one Day Function
- b) A One Man Function
- c) A One off Affair

- d) All of these
- e) None of these

Q3) Effective Marketing Helps in ?

- a) Boosting the purchases
- b) Boosting the sales
- c) Diversified Business
- d) Realization of Dreams
- e) All of these

Q4) A "Buyer`s Market" means ?

- a) buyers are also sellers
- b) sellers are also buyers
- c) there are not sellers
- d) demand exceeds supply
- e) supply exceeds demand

Q5) The sequence of sales process is

- a) a call, a lead, presentation, sale
- b) a lead, a call, presentation, sale
- c) presentation, sale, lead, call
- d) presentation, lead, sale, call
- e) sale, call, lead, presentation

Q6) A presentation means

- a) Display of products
- b) explaining the utility of products
- c) a gift
- d) display of communication skills
- e) All of these

Q7) A lead means

- a) a buyer
- b) a seller
- c) a company intending to sell its products
- d) a prospective buyer
- e) a disinterested buyer

Q8) "Benchmark" means ?

- a) Products line up on bench
- b) salesman sitting on a bench
- c) set standards
- d) marks on a bench
- e) None of these

Q9) "Customisation" means

- a) customer's personal account
- b) customer's selling goods
- c) special products for each customer
- d) better relations
- e) All of these

Q10) Customer retention means ?

- a) Retaining the customer at the bank for the full day
- b) quick disposal
- c) customer dealing with the same bank for a long time
- d) better standards
- e) all of these

Q11) Value added service means?

- a) giving full value for money
- b) better value for better price

- c) costlier service
- d) additional service
- e) all of these

Q12) What does POS means in marketing?

Q13) Niche market means ?

- a) a free market
- b) a social market
- c) equity market
- d) capital market
- e) a specified market for the target group

Q14) A market plan is ?

- a) Company`s prospectus
 - b) same as memorandum of association
 - c) a document for marketing strategies
 - d) business goals
 - e) action plan for better production
-

Q1) Marketing decisions are very critical because

- a) Helps in achievement of marketing objective
- b) Success of enterprise depends on it
- c) Purchase depends on it
- d) All the activities depend on it
- e) Only a and b

Q2) Which of the following is a type of decision?

- a) Major
- b) Minor
- c) Routine
- d) Rare
- e) All of the Above

Q3) Marketing should be resorted to

- a) Only among rich persons
- b) Only among Poor
- c) Only in Crowded areas
- d) Depends on Product
- e) Depends on bank

Q4) Public relation is?

- a) Part of customer service
- b) Part of marketing
- c) Part of image building
- d) All of the above
- e) None of the above

Q5) Relationship marketing means?

- a) selling to relatives
- b) Selling by relatives
- c) After sales service
- d) Ceoss selling
- e) All of these

Q6) Closing the sales means?

- a) Close down marketing functions
- b) Stop selling
- c) Successful completion of call
- d) All of these
- e) None of these

(CHALLENGE QUESTION, TO BE ANSWERED BY YOU)

Q7) Market survey means?

- a) Market research
- b) Market plan
- c) Market strategies
- d) Market monitoring
- e) All of above

Q8) Promotion of marketing means?

- a) Passing an exam
- b) Elevation from one grade to another
- c) Selling the products through various means
- d) Selling the product in specific area
- e) None of the above

Q9) In marketing, HNI stands for

Q10) Short term planning focusses on?

- a) Functional Plans
- b) Long term objectives
- c) Specific oals
- d) Both a and c
- e) All a, b and c

(CHALLENGE QUESTION, TO BE ANSWERED BY YOU)

Q11) Increase in sales result?

- a) Increase in Profit
- b) Increase in competition
- c) Increase in fraud
- d) None of the Above
- e) All of the Above

Q12) Direct mail advertising is suitable for?

- a) Share broker
- b) Hotel
- c) Doctor
- d) Manufacturer
- e) Serviceman

Q13) What are the effects of advertising on society?

- a) Employment Opportunity
- b) Increase in standard of living
- c) Encouragement of healthy competition
- d) Educational
- e) All of the above

Q14) Which business strategy seems to be good for long run?

- a) To increase sales
- b) To give more profit
- c) To increase price
- d) To increase profit margin
- e) None of the above

Q15) A distinctive product can be sold at?

- a) Discount
 - b) Higher price
 - c) Simple price
 - d) Premium
 - e) Rational rates
-

Q1) Marketing Planning helps to minimise future uncertainties because?

- a) Future is uncertain
- b) Future is bright
- c) Future is Dark
- d) Future is vast

Q2) Which factor is/are responsible for Effective Market Segmentation?

- a) Measurability
- b) Easy Accessibility
- c) Sustainability
- d) All of the above

Q3) Sales stands for :

- a) Marketing the Goods
- b) Transfer of Goods & Services for Consideration

- c) Sale of Product
- d) Production of revenue

Q4) Which method is useful for forecasting of a new product?

- a) Social Test
- b) Market Test
- c) Product Test
- d) License Test

Q5) helps in process of Production

- a) Production Facilities and Equipments *
- b) Material
- c) Supplies
- d) Raw material

(CHALLENGE QUESTION, TO BE ANSWERED BY YOU)

Q6) In Online Marketing, there is :

- a) No exchange
- b) Exchange
- c) Guarantee
- d) None of the Above

Q7) Modern method of marketing includes?

- a) Publicity on Net
- b) Advertise on net
- c) Soliciting business through e-mail
- d) All of the Above

Q8) Good public relations indicate ?

- a) Improved Marketing Skills
- b) Improved Brand Image
- c) Improved Customer Service
- d) All of the Above

Q9) Outsourcing means service rendered by ?

- a) Outside agencies
- b) Other departments of the company
- c) employees other than sales person
- d) Marketing Department

(CHALLENGE QUESTION, TO BE ANSWERED BY YOU)

Q10) Target markets for home loans is?

- a) All Builders
- b) All housing Societies
- c) Agriculturists
- d) All of the Above

Q11) Which of the following is not a work of marketing?

- a) Grading
- b) Packaging
- c) Pricing
- d) Accounting

Q12) Which of the following is essential for sales agreement?

- a) Buyer
- b) Seller
- c) Agreement
- d) None of the Above

Q13) Demand consist of?

- a) Want or need
- b) Willingness to spend
- c) Resource to purchase
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 - d) At par services
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Q1) What type of relation producer has with customers in older days?

- a) Indirect
- b) Direct
- c) Simple
- d) Complex

Q2) Now a days producer has relation with customers?

- a) Indirect
- b) Direct
- c) Simple
- d) Complex

Q3) Marketing is being treated as?

- a) Science
- b) Science & Arts
- c) Arts
- d) Mathematics

(CHALLENGE QUESTION, TO BE ANSWERED BY YOU)

Q4) Marketing is an art because?

- a) It has body of rules
- b) It has body of principles
- c) Standardisation & Market information
- d) All of the above

Q5) Which view states business as economic institutions?

- a) Traditional
- b) Classical
- c) Modern
- d) Ultra Modern

Q6) For a short term gain company can insist on?

- a) "One time" sales
- b) Several Sales Pattern
- c) Long term planing

d) Single channel marketing

Q7) Which is one of the parts of marketing process?

- a) Concentration
- b) Dispersion
- c) Equalisation
- d) All of the above

(CHALLENGE QUESTION, TO BE ANSWERED BY YOU)

Q8) Exchange of goods and services is called?

- a) Barter System
- b) Money Value
- c) Parity Value
- d) Credit System

Q9) A sound marketing program cannot produce desired results. if it is not?

- a) Existed
- b) Implemented properly
- c) Assisted by elder person
- d) Planned properly

Q10) In case of new product, a marketing program helps?

- a) In making the product familiar
- b) In popularizing the product
- c) In customising the product
- d) Both (a) and (b)

Q11) The group of all the products produced by an enterprise is called?

- a) Product Fix
- b) Product Mix
- c) Product Allocation
- d) Product Distribution

Q12) Which of the following concepts are being included in factors relating to marketing?

- a) Product planning & Publicity
- b) Brand Policy
- c) Packing Policy
- d) All of the above

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- a) a one-day function

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- c) a one-off affair
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- a) A specified market for the market group
 - b) A free market
 - c) A social Market
 - d) Equity market
-

Q1) Firstly business must find out what

- a) Consumer want
- b) market demand
- c) Product Create
- d) Competitor Supplies
- e) All of the Above

Q2) Marketing starts and ends with?

- a) Consumer
- b) Market
- c) Product
- d) Taxes
- e) MRP

Q3) What are the decisions included in Product Planning & Development?

- a) What to produce
- b) how to pack the product
- c) Price Fixing
- d) Size
- e) All of the above

Q4) What is the risk involved in the business?

- a) Natural Risk
- b) Competitive Risk
- c) Human Risk
- d) Political Risk
- e) All of the Above

Q5) A producer who wants to carry his own marketing research, he face the problem of?

- a) Qualified People
- b) Trained Researchers
- c) Infrastructure
- d) Govt Obligations
- e) (a) and (b)

(CHALLENGE QUESTION, TO BE ANSWERED BY YOU)

Q6) What are the causes of high marketing cost?

- a) Advertisements Charges
- b) Packing Expense
- c) Trademark Charges

- d) Transportation Cost
- e) All of the Above

Q7) What is the main function performed by the marketing management?

- a) Planning
- b) Organising
- c) Directing
- d) Motivating
- e) All of the Above

Q8) All the marketing activities lead to?

- a) Selling
- b) Market
- c) Product
- d) Demand
- e) Supply

Q9) A Firm trying to take leadership in competitive market should have?

- a) Follower Firm
- b) Leader Firm
- c) Supporter Firm
- d) Valuer Firm
- e) Single Firm

Q10) What are the major goals of marketing organisations?

- a) Desired Financial Results
- b) Disposition Toward Change
- c) Desired place in the industry
- d) Competitive Posture
- e) All of the Above

11) A better repair and replacement policy tend to increase ?

- a) Company's Goodwill
- b) Company's Share
- c) Company's Production
- d) Company's Behaviour
- e) Company's Performance

Q12) Aftersale service are mostly affected by?

- a) Need of Dealer
- b) Consumer's Behaviour
- c) Company-Supplier Relation
- d) Customer-Supplier Relation
- e) None of the Above

Q13) Trademark can be used by?

- a) Only 1 manufacturer
- b) All manufacturers
- c) 7 Manufacturers

- d) 3 Manufacturers
- e) All manufacturers of same products

Q14) Acts related to trademarks came into existence in?

- a) 1958
- b) 1959
- c) 1962
- d) 1970
- e) 1990

Marketing of standard goods is

- a) Very Difficult
 - b) Easy
 - c) Difficult
 - d) Not Possible
 - e) Very Easy
-

Q1) Digital Marketing means :

- a) Selling with calculators
- b) Marketing of digital instrument
- c) Marketing through Internet and telephones
- d) Export Finance

Q2) Market research is needed?

- a) For extra service charges
- b) For levi of VAT
- c) For good customer service
- d) For effective selling

Q3) In Marketing terms attitude can best be defined as a

- a) Rude behaviour of sales person
- b) Rude behaviour of consumer
- c) Mental state of consumer
- d) Ego of Marketing executive

Q4) Gate keepers

- a) Use the products
- b) Report on product performance
- c) Control the flow of information
- d) Issue challan for Discharge of products

Q5) A call means

- a) Shout out to somebody
- b) Profession or business
- c) Visiting Prospective customers
- d) After sales service

Q6) E-marketing is same as

- a) Virtual Marketing
- b) Digital Marketing
- c) Real time marketing
- d) All of the above

Q7) Lead generation means

- a) Tips for selling tactics
- b) Tips for better production
- c) Generating leaders
- d) Likely sources for prospective clients

Q8) CRM is

- a) Consume resource manager
- b) Current Report Manager
- c) Customer relationship management
- d) Cross relationship management

Q9) CRM is

- a) A pre sales activity
- b) An ongoing daily activity
- c) A tool for lead generation
- d) All of the above

Q10) Marketing Channel means

- a) Delivery period
- b) Delivery time
- c) Delivery place
- d) All of these