

MCQs - MARKETING MANAGEMENT -201
UNIT I- PRODUCT

Sr.no	Question	Answer Key
1	These can be produced in anticipation of demand and can be stored :	a
	a. Products	
	b. Services	
	c. Both of the above	
	d. None of the above	
2	Which P is a complex of tangible and intangible attributes, including packaging, colour and services that satisfy needs and wants of people?	b
	a. price	
	b. product	
	c. Promotion	
	d. Place	
3	Which of the following is NOT included in product decisions?	c
	a) Styling	
	b) Brand name	
	c) Warehousing	
	d) Packaging	
4	A _____ is the part of the brand can be vocal.	d
	a. Brand equity	
	b. Service mark	
	c. Trade mark	
	d. Brand name	
5	Which of the following is a Shopping Product?	a
	a) T. V. Set	
	b) Raw Material	
	c) Sugar	
	d) Milk	
6	The following of these are used for packaging of wheat	c
	a) Wooden Boxes	
	b) Cardboard Boxes	
	c) Jute Sacks	
	d) Plastic Buckets	

7	Office equipment falls under this category of products :	b
	(a) Consumer	
	(b) Industrial	
	(c) Speciality	
	(d) Convenience	
8	When diverse products belonging to same category are manufactured by a company but have different brand names are called	b
	a. Store brand	
	b. Family brand	
	c. Individual brand	
	d. Co- brand	
9	Which type of packaging was used to protect the product from damage en-route and to facilitate handling at various points of distribution?	d
	a. Conventional packaging b. Branded packaging	
	c. Trendy packaging d. All of these	
10	_____ is defined as all activities of designing and producing the container for a product	c
	a. Marketing	
	b. Shipping	
	c. Packaging	
	d. Designing	
11	The _____ identifies the product or brand.	
	a. advertisement	
	b. package	
	c. label	
	d. container	
12	Soap and Shampoo are which kind of products?	b
	a. Specialty Products	
	b. Convenience products	

	c. Shopping products	
	d. Unsought products	
13	Fire extinguisher is a ...	d
	a. Specialty Products	
	b. Convenience products	
	c. Shopping products	
	d. Unsought products	
14	Brands have to keep updating their _____ overtime vis a vis newer and stronger competitors.	a
	a. Unique Selling Proposition	
	b. Point of Differentiation	
	c. Consumer research	
	d. Repositioning	
15	The most basic level of a product is called the	a
	a. Core product.	
	b. Basic product.	
	c. Potential product.	
	d. Augmented product	
16	The Parker pen company make good quality pens and pencils. Their ballpoint pens come in various styles and with different coloured ink. Which ring of the total product offering model does the coloured ink fit into?	b
	a. Core product.	
	b. Basic product.	
	c. Fundamental product.	
	d. Augmented product	
17	Where does after-sales service fit into the total product offering?	c
	a. Core product.	
	b. Basic product.	
	c. Expected product.	
	d. Potential product	
18	A(n) _____ product exceeds customer expectations.	d
	a. Core product.	
	b. Basic product.	
	c. Expected product.	
	d. Augmented product	

19	Mary is getting married and she wants everything on the day to be perfect, especially the dress. What kind of product is a wedding dress?	a
	a. speciality	
	b. convenience	
	c. white goods	
	d. accessory	
20	What is brand equity?	a
	a. the value of the brand	
	b. the brand's values	
	c. the shareholders' perception of the brand	
	d. relative brand image	
21	Sony laptops have a sticker on them which says 'Intel inside'. This is an example of what?	d
	a. Store branding	
	b. Family branding	
	c. Individual branding	
	d. Co- branding	
22	ATM's, Battery pace-makers, VCR's, and once-a-day medications are all examples of:	c
	a. Failures	
	b. Modifications	
	c. Success stories	
	d. Time impaired projects	
23	New product development involves:	b
	a. Efforts to create family legacy values	
	b. Efforts to develop unique and novel products based on common platforms	
	c. Efforts to address changes to minor flaws in existing products	
	d. Efforts to create a new twist on an existing product design	

24	_____ Stage introduces a new product in the market.	c
	a. Business Analysis	
	b. Commercialisation	
	c. Marketing Strategy	
	d. Idea generation	
25	The product life cycle:	a
	a. Describes the stages a new product idea goes through from beginning to end.	
	b. Has Six major stages.	
	c. Applies more to individual brands than to categories or types of products.	
	d. Shows that sales and profits tend to move together over time.	
26	At what stage of the new- product development process are most new product ideas rejected?	c
	a. Business Analysis	
	b. Commercialisation	
	c. Idea Screening	
	d. Idea generation	
27	_____ includes review of sales, profit projections and cost for a new product, to find out whether it satisfied the company objective or not.	b
	a. Product Development	
	b. Business Analysis	
	c. Marketing Strategy	
	d. Test Marketing	
28	Which of the following statements about the commercialization stage of the new-product development process is FALSE?	c
	a. Channels of distribution need to be filled with goods.	

	b. Introductory promotion tends to be more costly if the firm is entering a very competitive market.	
	c. A firm should always rollout the product to the entire target market at one time.	
	d. All of above	
29	_____ is one of the challenges presented by the Product Life Cycle for a product.	b
	a. Product development b New product development	
	c. Product testing d. Poor margins	
30	_____ is the process of finding and fixing the complete identification of any product.	d
	a. Product mixing	
	b. Marketing	
	c. Selling	
	d. Branding	
31	When a marketer plans its offering and addresses five key product levels forming a _____	a
	a) Customer value hierarchy	
	b) Company value hierarchy	
	c) Market value hierarchy	
	d) None of the above	
32	Shuvali went to a shop and expressed her desire to buy a copper water bottle only of Dr. Copper World company. Identify the component related to branding being described in the above case.	c
	a. Trademark	
	b. Generic name	
	c. Brand name	
	d. Brand mark	

33	In order to improve upon its competitive edge, ABC Limited has change the packaging of its hair care products. They are now available in a consumer friendly design, which has a nozzle attached to the lid so that at the time of usage, the consumer doesn't need to open the cap of the bottle. Name the marketing function being explained in the given lines.	a
	(a)Product designing and development	
	(b) Customer support services	
	(c) Promotion	
	(d) Physical distribution	
34	Meera purchased a pack of crayons for her daughter from a nearby stationery shop. She noticed that the crayons were packed in a portable transparent plastic bag. Identify the level of packaging being described in the above lines.	a
	a. Primary package	
	b. Secondary packaging	
	c. Transportation packaging	
	d. None of the above	
35	When Seema had sent her maid to the market to buy a pack of chips, she asked her specifically to bring the yellow coloured packet of chips of a particular brand. Identify the function of packaging being described in the above line.	a
	a. Helps in product identification	
	b. Provides protection to the product	
	c. Facilitates the use of product	
	d. Assists in promotion of the product	
36	On visiting a supermarket to buy a pack of moisturizer, Manisha noticed that the packaging of most of the beauty products exhibited a photograph of a celebrity. Identify the related function of packaging being described:	b
	a. Facilitates the use of product	

	b. Assists in promotion of the product	
	c. Helps in product identification	
	d. Provides protection to the product	
37	In an inter collegiate quiz competition, the participants were shown empty bottles of soft drinks and were asked to identify the brands. All the participants were able to do so. Identify the related point highlighting the importance of packaging which is being described:	b
	a. Rising standards of health and sanitation	
	b. Facilitates product differentiation	
	c. Innovative packaging adds value to a product.	
	d. Useful in self service outlets	
38	Sheetal runs a Play School from her residence. Recently, she placed an order online for 200 chalk boxes. The boxes were delivered to her in a corrugated box. Identify this level of packaging which facilitated movement of the product.	c
	a. Primary package	
	b. Secondary packaging	
	c. Tertiary packaging	
	d. (None of the above	
39	Which of the following statements is not true with regard to the concept of product?	c
	a. It is a bundle of utility.	
	b. It is a source of satisfaction.	
	c. It is confined to physical product.	
	d. All of the above.	
40	Packaging is important not only for protection of the product but also serves as _____.	c
	a. Quality product	
	b. Complex graphics	
	c. Promotional tool	

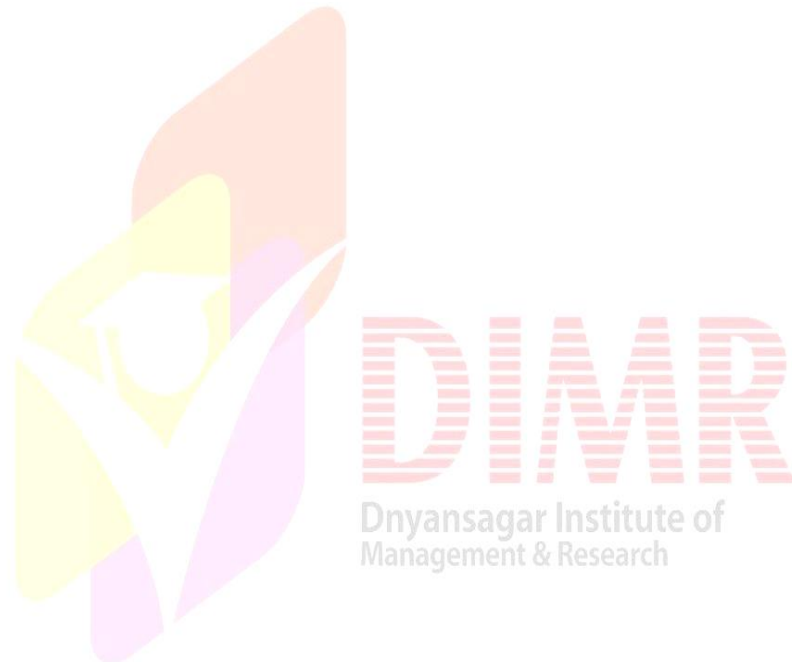
	d. Promotion budget	
41	Which of the following is not the function of packaging?	b
	a. Product protection	
	b. Pricing objectives	
	c. Promotion	
	d. Product identification	
42	After concept testing, a firm would engage in which stage for developing and marketing a new product?	c
	a. Product Launch	
	b. Product development	
	c. Marketing strategy development	
	d. Test marketing	
43	New product development starts with which one of the following steps of new product development?	c
	a. Product Launch	
	b. Product development	
	c. Idea Generation	
	d. Test marketing	
44	_____ is the unbranded and undifferentiated product.	b
	a. Core product.	
	b. Basic product.	
	c. Expected product.	
	d. Augmented product	
45	_____ are the goods used in producing the finished goods.	a
	a. Capital items	
	b. Materials and parts	
	c. Unsought products	
	d. Impulse Goods	
46	_____ are goods that are used for manufacturing the product	b
	a. Capital items	

	b. Materials and parts	
	c. Unsought products	
	d. Impulse Goods	
47	Labelling, packaging are associated with:	b
	a. Price mix	
	b. Product mix	
	c. Place mix	
	d. Promotion mix	
48	_____ is the set of all items and products a particular seller offer for sale	b
	a. Product system	
	b. Product mix	
	c. Product line	
	d. None of the above	
49	A product mix consists of various	a
	a. Product lines	
	b. Product system	
	c. Product family	
	d. None of the above	
50	The _____ of a product mix implies to how many different product lines the company carries.	c
	a. Length	
	b. Depth	
	c. Width	
	d. Consistency	
51	The _____ of a product mix implies to the total number of items in the product mix.	a
	a. Length	
	b. Depth	
	c. Width	
	d. Consistency	
52	The _____ of a product mix implies to how many types of variants are offered of each product in the line.	b
	a. Length	
	b. Depth	

	c. Width	
	d.Consistency	
53	The _____ of the product mix implies to how closely associate the several product lines are in distribution channels, production requirements or some other way.	d
	a. Length	
	b. Depth	
	c. Width	
	d.Consistency	
54	The product is a combination of _____ and _____.	b
	a. formal and augmented.	
	b. tangible and intangible.	
	c. core and augment.	
	d. benefits and satisfaction	
55	Luv and Pampers in a variety of sizes is an example of	b
	a. a product mix.	
	b. a product line.	
	c. a product line depth.	
	d. a marketing mix.	
56	Which of the following is not a classification of consumer goods?	d
	a. convenience goods.	
	b. shopping goods.	
	c. specialty goods.	
	d. component goods.	
57	Which of the following is a shopping good for most people?	b
	a. Biscuits	
	b. washing machine	
	c. Mutual funds	
	d. Rolls Royce.	
58	Companies usually develop _____ rather than single products.	c

	a. product groupings	
	b. product brands	
	c. product lines	
	d. product families	
59	Which one of the following is an important source of idea generation due to their familiarity with the needs of market?	b
	a. Existing products and services	
	b. Distribution channels	
	c. Federal government	
	d. Consumers	
60	Introduction of product in large scale in the target market is called:	d
	a. Test marketing	
	b. Business analysis	
	c. Product testing	
	d. Commercialization	
61	Today the four Ps are compared to the four Cs. Product are called _____.	b
	a. Communication	
	b. customer solution	
	c. customer cost	
	d. convenience	
62	The centre of brand's characteristics is _____.	b
	a. Identity	
	b. Value	
	c. Image	
	d. None of the above	
63	Dabur amala hair oil, Dabar Phudin Hara, Dabar Tooth Powder, Dabar chawanprash are example of _____.	a
	a. Family Brand	
	b. Retail brand	
	c. Multi Brand	
	d. None of the Above	
64	Health insurance can be considered to be a _____.	d
	a. specialty product/service	
	b. shopping product/service	

	c. convenience product/service	
	d. unsought product/service	
65	The term '_____' refers to the number of product lines offered by a firm.	c
	a. secondary	
	b. primary	
	c. breadth	
	d. depth	



UNIT II PRICE

Sr.no	Question	answer key
1	VIVA owns a chain of handbag shops across Pune & Mumbai. She has spotted a good location to set up a shop in Bangalore but her handbags are not well known in Bangalore and there is quite a lot of competition. She thinks it is worth a try anyway and decides to undercut the competition, at least until she gets known. What pricing strategy is Miranda following?	c
	a. Skimming pricing	
	b. loss leader pricing	
	c. penetration pricing	
	d. export pricing	
2	The only element in the marketing mix that produces revenue.	c
	a. Product mix	
	b. Place mix	
	c. Price mix	
	d. Promotion mix	
3	Priya refused to buy an insulated lunch box for 1500 as she felt that the real worth of the product was much less than its monetary value. Identify the factor related to pricing decision being described in the given case.	b
	a. Cost of the product	
	b. The utility and demand	
	c. Government and legal regulations	
	d. Pricing objectives	
4	If one of the firms in an industry sets the price of the product and all other firms sell at the same price, it will be called.	c
	a) Non-competitive price	

	b) Option less price	
	c) Follow-the-leader price	
	d) Non-discriminatory price	
5	_____ represents the value that is exchanged in a marketing transaction.	b
	a. Cost	
	b. Price	
	c. Profit	
6	d. Quality	a
	a. Competition	
	b. Value	
	c. Profit	
7	d. Quality	b
	a. penetration	
	b. skimming	
	c. value	
8	d. cost	d
	a) The product is new and is a speciality product.	
	b) Heavy expenses have been incurred on the development and introduction of the product.	
	c) Demand is to be restricted to the level which can be easily met.	
	d) The demand for the product is highly elastic.	
9		b
	a. Cost	
	b. Price	
	c. Profit	
	d. Quality	
10	Market-skimming pricing would likely be most effective in selling _____	a
	a. an electronic product for which research and development must be recouped	
	b. biscuits & wafers	
	c. anything easily copied by competitors	
	d. any convenience item	

11	_____ pricing is product driven. The company designs what it considers to be a good product, totals the expenses of making the product, and sets a price that covers costs plus a target profit.	b
	a. Value-based	
	b. Cost-based	
	c. Variable	
	d. Skimming	
12	A quantity discount is a price reduction to buyers who purchase _____.	a
	a. large volumes	
	b. inferior merchandise	
	c. frequently	
	d. superior merchandise	
13	When amusement parks and cinemas charge admission plus fees for food and other attractions, they are following a(n) _____ pricing strategy.	b
	a. by-product pricing	
	b. captive-product pricing	
	c. optional-product pricing	
	d. penetration pricing	
14	When management at Yamaha Motorcycles makes decisions on which type of saddlebags, handlebars, and seats for its bikes, they become engaged in _____.	c
	a. by-product pricing	
	b. captive-product pricing	
	c. optional-product pricing	
	d. penetration pricing	
15	Under which of the following situations is a company not likely to fix a lower price for its product?	b
	a. When the competition has introduced a substitute product	
	b. If the demand for a product is inelastic	
	c. When the company wants to attain market share leadership	
	d. When the demand for the product is low	

16	Under which of the following conditions is a marketer not likely to fix the price of his products at higher end?	d
	a. When he faces high degree of competition	
	b. When he wants to attain market share leadership	
	c. When the product is unique in terms of packaging, product difference and product differentiation	
	d. When the demand for the product is low	
17	An example of a pricing policy objective is to:	d
	a. minimize costs	
	b. maximize price	
	c. minimize losses.	
	d. maintain or gain market share	
18	Under this pricing policy, different customers are charged different prices	d
	a) Skimming-the-cream	
	b) Penetrating	
	c) Follow-the-leader	
	d) Discriminating	
19	This one of the following is not an objective of pricing :	c
	(a) To achieve target rate of return on invested capital	
	(b) To face competition	
	(c) To reduce the cost of raising capital	
	(d) To maintain or improve share of the market	
20	Customer cost will be considered as which of the following Ps of marketing mix?	b
	a. Product	
	b. Price	
	c. Place	
	d. Promotion	

21	The policy of charging very high price in the initial stages of the life of a product is called	a
	(a) Skimming-the-Cream Price Policy	
	(b) Penetrating Price Policy	
	(c) Follow-the-Leader Price Policy	
	(d) Non-competitive Price Policy	
22	Which pricing method are customary pricing and price lining examples of?	c
	a. Dual pricing	
	b. Leader pricing	
	c. .Psychological pricing	
	d. Prestige Pricing	
23	Mr. A, marketer of XYZ Co. is selling his ice-cream in the market at Rs.20, 20% more than his competitors" price. Still his sales are increasing. Now his aim is to maintain same pricing. He enjoys which type of leadership?	b
	a. Promotion leadership	
	b. Price leadership	
	c. Cost leadership	
	d. Product leadership	
24	TISSOT men's wristwatch is among the most expensive in the world. This is an example of a _____ strategy.	d
	a. penetration pricing	
	b. bundle pricing	
	c. loss-leader pricing	
	d. premium pricing	
25	Penetration pricing is intended to appeal to which market?	d
	a. highly selective, quality-seeking consumers	
	b. price-insensitive markets	
	c. the same markets as those targeted with a skimming pricing strategy	
	d. the mass market	
26	Many companies try to set a price that will maximize current profit. This strategy assumes	d
	a. Cost and production function	
	b. Revenue and cost function	

	c. Demand and market function	
	d. Demand and cost function	
27	A company is providing warehousing facility to its channel members. The company is using which of the following?	a
	a. Seasonal discount	
	b. Trade discount	
	c. Quantity discount	
	d. Cash discount	
28	ABC Company priced the product as of Rs. 19.99 instead of Rs.20. Which of the following pricing techniques is ABC Company using?	d
	a. Dodging pricing	
	b. Deceptive pricing	
	c. Premium pricing	
	d. Psychological pricing	
29	Pricing products that must be used together with a main product is called _____ product pricing.	d
	a. By-product	
	b. Optional	
	c. Bundle	
	d. Captive	
30	Price elasticity of demand means _____.	a
	a. How much demand will change in response to a price change?	
	b. The higher the price, the lower the demand	
	c. That demand changes greatly with a small increase in price	
	d. That demand hardly changes with a small increase in price	
31	The type of promotional technique to be used is dependent on which "P" of marketing mix	c
	a. Product	
	b. Place	
	c. Price	
	d. Promotion	

32	If the demand for a product is inelastic firms fix a price of the product which will be	a
	a. High	
	b. Low	
	c. To cover the cost	
	d. None of these	
33	Before setting price, the company must decide on its strategy for:	d
	a. distribution.	
	b. promotion.	
	c. the environment.	
	d. the product.	
34	Price is one of the prime determinants of sales revenue. What is the other?	d
	a. advertising	
	b. profit	
	c. cost	
	d. quantity	
35	Which of the following is not one of the product mix and service mix pricing strategies?	d
	a. Bundle	
	b. By-product	
	c. Product line	
	d. Complementary	
36	_____ set(s) the floor for the price that the company can charge for its product.	c
	a. Supply	
	b. Demand	
	c. Costs	
	d. Nonprofit factors	
37	Which type of pricing policy is suitable where little is known about the price elasticity of the product	d
	a. penetration	
	b. predatory	
	c. variable pricing	
	d. skimming	

38	Nonregulated monopolies are free to price at what the market will bear. However, they do not always charge the full price for a number of reasons. One of those reasons is the:	b
	a. desire to skim profits is usually low.	
	b. desire to penetrate the market faster with a low price.	
	c. fear of global cultural reaction.	
	d. damage that high pricing does to corporate culture.	
39	The pricing method that uses the buyer's point of view regarding the worth of a product, not the seller's cost, is called:	b
	a. cost-plus pricing.	
	b. value-based pricing.	
	c. break-even pricing.	
	d. going-rate pricing.	
40	When a coffee shop in an airport and a fine restaurant in a luxury hotel charge different prices for the same meal to customers who find the atmosphere in the hotel worth the difference in price, we can say that _____ was being used.	a
	a. value-based pricing	
	b. cost-plus pricing	
	c. break-even pricing	
	d. going-rate pricing	
41	If the customers base their judgments of a product's value on the prices that competitors charge for similar products, then _____ is in place.	c
	a. cost-plus pricing	
	b. value-based pricing	
	c. competition-based pricing	
	d. target profit pricing	
42	_____ is setting the price steps between various products in a product line based on cost differences between the products, customer evaluations of different features, and competitors' prices.	c
	a. optional-product pricing	
	b. captive-product pricing	
	c. product line pricing	
	d. by-product pricing	

43	A price reduction to buyers who buy in large volumes is called a:	a
	a. quantity discount.	
	b. cash discount.	
	c. seasonal discount.	
	d. trade discount.	
44	When the seller places products at no charge with a carrier and the title and responsibility pass to the customer who pays the freight, it is which type of pricing strategy?	a
	a. FOB-origin pricing	
	b. uniform-delivered pricing	
	c. zone pricing	
	d. basing-point pricing	
45	The pricing method that charges different prices to customers in different zones (but the same prices to customers within a zone) is called:	c
	a. FOB-origin pricing.	
	b. uniform-delivered pricing.	
	c. zone pricing.	
	d. basing-point pricing	
46	A major factor in price increases is:	c
	a. promotional expenditures.	
	b. government regulations.	
	c. cost inflation.	
	d. under demand.	
47	_____ is a geographical pricing strategy in which the company charges the same price plus freight to all customers, regardless of their location.	b
	a. FOB-origin pricing	
	b. uniform-delivered pricing	
	c. zone pricing	
	d. basing-point pricing	
48	Generally price will be set relatively -----by the firm if manufacturing is expensive, distribution and promotion are exclusive	b
	a. Medium	
	b. High	
	c. Low	
	d. Very less	

49	Management of a firm can make estimates of -----at different levels of production at different prices and can choose the best combination of production, volume, and price.	b
	a. cost	
	b. profit	
	c. Value	
	d. Quality	
50	Price indicates the -----which a buyer is ready to exchange for purchase of certain good or service.	b
	a. Satisfaction	
	b. Value	
	c. Quality	
	d. Prestige	
51	In a competitive market having several substitutes, a firm may adopt.	c
	a. Premium pricing	
	b. Skimming	
	c. Penetration	
	d. None of these	
52	Rapid penetration strategy involves	a
	a. Low price with high promotional expenditure	
	b. High price with low promotional expenditure	
	c. High price with low promotional expenditure	
	d. Low price with low promotional expenditure	
53	BYJU's follows a is pricing strategy which offers a product for free with extra money being charged for utilizing features of the product.	c
	a. transfer pricing	
	b. export pricing	
	c. freemium pricing	
	d. premium pricing	
54	Geographical price differentials refers to price differential based on _____.	a
	a. buyers location	

	b. supplier location	
	c. competitors location	
	d. companies location	
55	The marketing manager can charge different kinds of prices in different markets.	a
	a. price differentials	
	b. . transfer pricing	
	c. export pricing	
	d. freemium pricing	
56		b
	a. Income elastic	
	b. Price elastic	
	c. Cross elastic	
	d. None of the above	
57	A profit calculated by adding a percentage to the costs of production is called:	a
	a. Mark-up	
	b. Breakeven	
	c. Margin	
	d. Competitive	
58	A profit calculated on the basis of a percentage of the selling price is called:	c
	a. Mark-up	
	b. Breakeven	
	c. Margin	
	d. Competitive	
59	Calculating prices on the basis of what the market will pay is called:	c
	a. Mark-up pricing	
	b. Breakeven pricing	
	c. Demand pricing	
	d. Competitive pricing	
60	Ending prices with \$ 99 is called:	b
	a. Competitive pricing	
	b. Psychological pricing	
	c. Prestige pricing	
	d. Price lining	
62	Bundle pricing is:	b
	a. Providing a bundle of benefits for one price	

	b. Packaging a group of products together	
	c. Providing a group of prices for one product category	
	d. Two Pricing for One Product	
63	Multi-stage approach to product pricing in a firm	b
	Indicate correct sequence:	
	i. Selection of firm's objective	
	ii. Composition of marketing-mix	
	iii. Selection of target market	
	iv. Selection of pricing policy and strategy	
	a. iv → ii → i → iii	
	b. iii → i → ii → iv	
	c. ii → iv → iii → i	
	d. i → iii → ii → iv	
64	_____ factor sets the minimum level or floor price	a
	a. Product Cost	
	b. Competition	
	c. Demand	
	d. Government	
65	Keeping the price the same for a long period but reducing the quantity sold is called:	b
	a. Demand pricing	
	b. Customary pricing	
	c. Cost-plus pricing	
	d. Captive Pricing	

UNIT 3 – PLACE MIX

Sr.no	Question	Answer key
1	N& K Limited is marketing its products online. Identify the channel of distribution being adopted by the company.	a
	a. Zero level channel	
	b. One level channel	
	c. Two level channel	
	d. Three level channel	
2	Manas Limited sells its products through the company approved retailers. Identify the channel of distribution being adopted by the company.	b
	a. Zero level channel	
	b. One level channel	
	c. Two level channel	
	d. Three level channel	
3	Suhas has decided to sell her range of organic food products through her own retail outlets. Identify the channel of distribution being adopted by the company.	a
	a. Zero level channel	
	b. One level channel	
	c. Two level channel	
	d. Three level channel	
4	Sonam Kapoor is planning to set up a small manufacturing unit for manufacturing eco-friendly packaging material. She has decided to market her products through the conventional channel of distribution, which involves wholesalers and retailers. Identify the channel of distribution being adopted by the company.	c
	a. Zero level channel	
	b. One level channel	
	c. Two level channel	
	d. Three level channel	
5	Delivery channels means	c
	a. Maternity wards	
	b. Handing over the products to the buyers	
	c. Place where products are made available to the buyers	

	d. All of these	
6	Four participants of distribution system are manufacturers, intermediaries, facilitating agencies, and _____.	a
	a. Customer	
	b. Markets	
	c. Suppliers	
7	A customer bought a product and has defect and post purchase service is desired by customer then _____ function of channel of distribution is performed.	a
	a. Facilitating function	
	b. Transactional function	
	c. Logistical function	
	d. all of the above	
8	In this neither the buyer visits the seller's place nor the seller visits the buyer's place :	c
	a Departmental store	
	b General store	
	c Mail order business	
	d. Super market	
9	It is a large scale retail establishment where customers can buy almost all their requirements under one roof :	b
	a. Multiple shop	
	b. Departmental store	
	c. Convenience store	
	d. General store	
10	Buying, selling and risk bearing functions performed by channels of distribution come under this category .	b
	a. Facilitating function	
	b. Transactional function	
	c. Logistical function	
	d. none of the above	
11	Breaking the bulk is function of	b
	a Wholesaler	
	b Retailer	

	c Agent	
	d Distributor	
12	Which of the following is NOT considered a type of re-seller:	b
	a) Whole seller	
	b) Manufacturer	
	c) Retailer	
	d) Distributor	
13	Factors pertaining to product that affect the channel of distribution are	c
	a) Price, Perishability, size and weight	
	b) Design, comfort, size	
	c) After sales services and technical nature	
	d) Both a) & c)	
14	Which of the following does not come under the category of fixed shop retailers?	c
	a) General Stores	
	b) Chain Stores	
	c) Market Traders	
	d) Departmental Stores	
15	This type of middleman only carry complementary product lines	c
	a. Agent	
	b. Wholesaler	
	c. Distributor	
	d. Retailer	
16	It is important that the product is made _____ at a place where the customer would like to buy it	b
	a. Important	
	b. Available	
	c. Selling	
	d. Distribution	
17	Which of the following takes place at retailer's end?	d
	a. Promotion	
	b. Placing	
	c. Pricing	
	d. Exchange	

18	“Place” in 4Ps mean same as	b
	a. Delivery	
	b. Distribution	
	c. Logistics	
	d. Storage	
19	Middlemen are also involved in various activities like demonstration of product,	d
	a. information	
	b. facilitation	
	c. transportation	
	d. product promotion	
17	Retailing consists of the sale, and all activities directly related to the sale of goods or services to the ultimate consumer, for personal, _____ use.	c
	a. business	
	b. non-business	
	c. both	
	d. none	
18	What is an alternative term for a distribution channel?	a
	a. marketing channel	
	b. supply chain	
	c. marketing chain	
	d. place	
19	Rolex sells its watches through a number upmarket retail partners (e.g. department stores and jewellers) with comparatively few stores. What is this type of distribution strategy called?	b
	a. selective distribution	
	b. exclusive distribution	
	c. marketing distribution	
	d. mass distribution	
	e. prestige distribution	
20	What kind of intermediary is Tesco?	d
	a. wholesaler	
	b. supplier	
	c. distributor	

	d. retailer	
21	If ABC company wants to ensure its candy bar product lines, such as M&M, Milky Way, and Crux, appear in as many locations as possible, they will likely prefer a(n) ____ distribution strategy.	a
	a. selective distribution	
	b. exclusive distribution	
	c. marketing distribution	
	d. mass distribution	
22	What are businesses that represent, and sell goods on behalf of, other businesses in a specified market called?	c
	a. resellers	
	b. traders	
	c. agents	
	d. stockists	
	e. legal representatives	
23	How many levels of intermediaries are there in a direct sales channel?	a
	a. 0	
	b. 1	
	c. 2	
	d. 3	
	e. 4	
24	Pizza Hut and Burger King are good examples of: _____	b
	a. Distributors.	
	b. Franchising.	
	c. Merchant.	
	d. Retailers	
25	ATMs is one form of: _____.	b
	a. Supermarket.	
	b. Non-store retailing	
	c. Discount retailing.	
	d. Limited line retailers	

26	Luxury goods such as high fashion and designer clothing would normally have very few, (possibly only one), distribution outlets. What is the term for this?	b
	a. selective distribution	
	b. exclusive distribution	
	c. marketing distribution	
	d. mass distribution	
27	According to many retailers, what are the three secrets to their business success?	c
	a. product, price and place	
	b. product, product and product	
	c. location, location and location	
	d. service, smile and sizzle	
28	The person who come in between the primary producer and the final consumer is called as	b
	a. Trader	
	b. Middlemen	
	c. Agent	
	d. Auctioneer	
29	Which of the following is correctly matched?	b
	a. Multiple Shops - Amazon	
	b. Departmental Stores – Shoppers Stop	
	c. Shopping Malls - Bata Showroom	
	d. Online Shopping – Pheonix Mall	
30 is directly sold to the consumer by the manufacturer.	d
	a. Television	
	b. Toothpaste	
	c. Car	
	d. Curd vending	
31	Companies manage their supply chains through _____.	d
	a. Transportation modes	
	b. The internet	

	c. Competitors	
	d. Information	
32	The most typically used channel for industrial product is the _____ channel.	a
	a. Direct	
	b. Industrial distributor	
	c. Wholesaler	
	d. Retailer	
33product cannot have more middlemen	c
	a. Consumer	
	b. Durable	
	c. Perishable	
	d. Seasonal	
34	Large quantity of goods are preferably purchased from.....	c
	a. Retailers	
	b. Wholesaler	
	c. Manufacturers	
	d. Middlemen	
35	Retailer is a person who sells the goods in a _____	c
	a. Large quantities	
	b. Small quantities	
	c. both (a) & (b)	
	d. None of the above	
36	The distribution of goods in small quantities to the consumers is called	b
	a. Wholesale trade	
	b. Retail trade	
	c. Home trade	
	d. Cheap jacks	
37	A retail store exclusively selling watches is a typical example of a _____.	c
	a. Convenience store	
	b. Departmental stores	
	c. Speciality store	
	d. Supermarkets	

38	The purchases and sales between the producers and wholesalers, and from the wholesalers to retailers are called as _____	d
	a. D2C	
	b. B2C	
	c. M2C	
	d. B2B	
39	Who provides time and place utility?	b
	a. Logistics	
	b. Transportation	
	c. Distribution	
	d. Warehouse	
40	Practice of using another firm's successful business model.	b
	a. Distributors.	
	b. Franchising.	
	c. Merchant.	
	d. Retailers	
41	The practice of online marketing into their traditional operations are called as _____.	c
	(a) Direct companies	
	(b) Premium companies	
	(c) Click and mortar companies	
	(d) Click only companies	
42	Transport removes the hindrance of	b
	a. Time	
	b. Place	
	c. Personal	
	Knowledge	
43	Transport creates _____ and _____ utilities.	b
	a. consumption, commodity	
	b. place, time	
	c. place, form.	
	d. value added, possession	
44	A _____ is one of a chain of shops that are individually owned but licensed by a larger company to sell their products (e.g. Subway or Baskin Robbins). The larger	c

	company also provides expertise.	
	a. Chain store	
	b. Dealer	
	c. franchise	
	d. Distributor	
45	The benefits of marketing channels are _____.	d
	a. Cost saving	
	b. Time saving	
	c. Financial support given	
	d. All of the above	
46	Marketing channels are considered as part of _____.	b
	a. Wholesaler-customer delivery network	
	b. Customer-value delivery network	
	c. Retailer-wholesaler delivery network	
	d. Customer-retailer delivery network	
47	Using indirect channel has this limitation.	c
	a. implicity	
	b. cost	
	c. control	
	d. responsibility of physical distribution	
48	Using direct channel has this limitation.	d
	a. market exploitation	
	b. control	
	c. communication	
	d. cost	
49	Concerning the goods they handle, agents do not take	b
	a. possession	
	b. title	
	c. paperwork	
	d. legal	
50	A product with a low-price image requires _____ distribution.	d
	a. selective distribution	

	b. exclusive distribution	
	c. marketing distribution	
	d. intensive distribution	
51	This channel decision is concerned with the number of times a product changes hands among intermediaries before it reaches the final consumer.	a
	a. channel length	
	b. channel width	
	c. number of channels	
	d. channel line	
52	Which of the following is not activity of physical distribution?	c
	a. Order processing	
	b. Warehousing	
	c. Advertising	
	d. Transportation	
53	Which of the following is more suitable in the case of automobiles?	a
	a. Exclusive distribution	
	b. Selective distribution	
	c. Intensive distribution	
	d. None of the above	
54	Which of the following is not a form of direct marketing?	c
	a. Kiosk marketing	
	b. Telemarketing	
	c. Super market	
	d. Catalogue marketing	
55	Derma Cool Limited has decided to market its products through the conventional network of manufacturer-wholesaler-retailer-consumer. Identify the function of marketing being described in the above line.	a
	a. Physical distribution	
	b. Transportation	
	c. Warehousing	
	d. Standardisation and grading	
56	Viraj's business is being adversely affected due to the delay in delivery on account of poor weather conditions. Identify the marketing function which will be helpful to him in this regard.	d

	a. Physical distribution	
	b. Standardisation and grading	
	c. Transportation	
	d. Warehousing	
57	While reading the label of a pack of aluminium foil, Kareena discovered that the product was manufactured at Hyderabad but was available for sale in many states across the country. Identify the function of marketing which has made this possible.	c
	a. Physical distribution	
	b. Standardisation and grading	
	c. Transportation	
	d. Warehousing	
58	The kirana stores are known as:	a
	a. Pop & Mom stores	
	b. category killers	
	c. super stores	
	d. speciality stores	
59	The key link in the physical distribution chain	d
	a. Physical distribution	
	b. Standardisation and grading	
	c. Transportation	
	d. Warehousing	
60	Perishable products require	a
	a. Direct marketing channel	
	b. Zero-level channel	
	c. Both a and b	
	d. None of the above	
61	The number of intermediaries are not limited in	d
	a. selective distribution	
	b. exclusive distribution	
	c. marketing distribution	
	d. intensive distribution	
62	Which of the following would probably use a longer channel of distribution than the others:	d
	a. A bag of oranges	
	b. A printing press	
	c. An airplane	
	d. A bottle of shampoo	

63	Agencies that buy goods and services in order to produce public services or transfer them to those that need them reflect which of the following markets?	a
	a. Reseller markets	
	b. Government markets	
	c. International markets	
	d. Business markets	
64	All activities involved in selling goods or services for the purpose of resale or business use is termed as –	a
	a. Wholesaling	
	b. Retailing	
	c. Direct marketing	
	d. Direct sale	
65	Which one of the following facilitates E-Commerce?	b
	a. Public relations	
	b. Direct marketing	
	c. Personal selling	
	d. Product quality	

UNIT IV PROMOTION MIX

Sr.no	Question	answer key
1	Ketan Limited has hired 300 salesmen who will be assigned the task of contacting prospective buyers and creating awareness about the new range of organic incenses introduced by the company. Identify the element of promotion been described in the given lines.	c
	a. Advertising	
	b. Sales promotion	
	c. Personal selling	
	d. Public relation	
2	Within 2 years of it's inception, Surya Limited has created a very positive reputation about itself and its products in the eyes of general public by participating extensively in various social welfare programs. Identify the component of promotion mixing described in the given lines.	d
	a. Advertising	
	b. Sales promotion	
	c. Personal selling	
	d. Public relation	
3	_____ media can give 24 hour exposure to the public eye.	d
	a. Television	
	b. Print	
	c. Internet	
	d. Flex Board	
4	It is popularly known as free form of promotion	b
	a. Advertisement	
	b. Publicity	
	c. Personal Selling	
	d. Marketing	
5	A consumer contest is an example of _____.	b
	a. Personal Selling	
	b. Sales Promotion	
	c. Advertisement	
	d. Indirect Selling	

6	AIDA approach helps to plan sales presentations. What is AIDA stands for?	a
	a. Attention Interest Desire Action	
	b. Attitude Interest Development Achievement	
	c. Attention Interest Direction Assisting	
	d. Attitude Integrity Directing Achievement	
7	Which of the following marketing mix activity is most closely associated with newsletters, catalogues and invitations to organization-sponsored events?	b
	a. Pricing	
	b. Promotion	
	c. Distribution	
	d. Product	
8	Which of the following promotional forms is often described as being too impersonal	a
	a. advertising	
	b. personal selling	
	c. public relations	
	d. sales promotion	
9	Which of the following promotional forms is often described as being too impersonal and only a one-way communication form?	
	a. advertising	a
	b. personal selling	
	c. public relations	
	d. sales promotion	
10	Which tool of promotion will primarily be used for the following : Corporate image without being paid for. To get good	c
	a. advertising	
	b. personal selling	
	c. public relations	

	d. sales promotion	
11	Which tool of promotion will primarily be used for the following : An existing product meant for mass usage by literate people	a
	a. advertising	
	b. personal selling	
	c. public relations	
	d. sales promotion	
12	Which tool of promotion will primarily be used for the following : To introduce a new product to a particular class of people through door to door visits.	b
	a. advertising	
	b. personal selling	
	c. public relations	
	d. sales promotion	
13	Which tool of promotion will primarily be used for the following :	d
	a. advertising	
	b. personal selling	
	c. public relations	
	d. sales promotion	
14	This advertising media is suitable to convey the message to those who cannot see :	c
	a. Newspapers	
	b. Magazines	
	c. Radio	
	d. Electric Display	
15	Sales promotion is important from the point of view of consumers because	c
	a. It increases profits	
	b. It helps them to get full information about the product	
	c. It increases sales	
	d. It increases goodwill	
16	It is not one of the sales techniques :	d
	a. Exhibition	
	b. Distribution of the free samples	
	c. Prize contest	
	d. Advertising	

17	_____ is the oral communication with potential buyers of a product with the intention of making a sale.	b
	a. advertising	
	b. personal selling	
	c. public relations	
	d. sales promotion	
18	A pull sales promotion strategy concentrates on the _____	a
	a. Consumer	
	b. middlemen	
	c. Producer	
	d. Sales force	
19	SONG4U developed a new digital music platform that made them innovators in the music industry. Considering the life cycle stage of the product, the company should design a promotional mix that will	c
	a. phase out the product.	
	b. compare competing products.	
	c. inform customers about the new product.	
	d. be competitive with companies making similar products.	
20	In which stage of a product's life cycle would the least money be invested in product promotion?	c
	a. Growth	
	b. Introduction	
	c. Decline	
	d. Maturity	
21	What form of promotion is generally emphasized for complex, technical products sold to industrial users: manufacturing equipment, hospital equipment, or transportation options.?	b
	a. advertising	
	b. personal selling	
	c. public relations	
	d. sales promotion	

22	If a manufacturer has chosen to advertise on national radio and in magazines, which of the following factors has influenced the promotional mix:	b
	a. Need for face-to-face promotion	
	b. Geographic location of the customer market	
	c. Limited promotional funds	
	d. Technical aspects of the product	
23	Mansi took her niece Ridhima for shopping to 'Mega Stores' to buy her a bag for her birthday. She was delighted when on payment of the bag she got a pencil box along with the bag free of cost. Identify the promotion mix used by the company	d
	a. advertising	
	b. personal selling	
	c. public relations	
	d. sales promotion	
24	Which of the following statements is correct ?	c
	a. Advertising and Publicity are the same	
	b. Advertising and Personal selling are the same	
	c. Personal selling and Salesmanship are synonymous	
	d. Advertising is included under Sales Promotion	
25	This method of promotion is commonly used to obtain an increase in short-term sales and could involve money-off coupons	b
	a. Direct mail	
	b. Sales promotion	
	c. Advertising	
	d. Personal selling	
26	Company XYZ is a manufacture of motors and pumps employs regional salesperson to sell its product to wholesaler and cities is an example of :	b
	a. Public relation	

	b .Personal selling	
	c. Promotion mix	
	d. Trade promotion	
27	The basic objective of push strategy is to encourage the _____	b
	a. Consumer	
	b. middlemen	
	c. Producer	
	d. Public	
28	VISA pays to promote its services on other companies' websites. These promotions are examples of	c
	a. publicity	
	b. sales promotion.	
	c. advertising	
	d. personal selling.	
29	Which of the following is an example of personal selling	c
	a. A salesperson places an ad in a local newspaper.	
	b. A business manager holds a press conference to explain a new product.	
	c. A financial planner discusses retirement plans with a group of employees.	
	d. An employee hands out coupons to customers who are attending a trade show.	
30	Which of the following is an advantage of personal selling over advertising in the promotional mix:	a
	a. Immediate feedback through a purchase	
	b. Less costly per contact	
	c. Less flexible	
	d. No face-to-face contact	
31	Why would a business use TV advertising?	b
	a. It is cheap	
	b. It reaches a large audience	
	c. It's highly targeted	
	d. It's two-way communication	

32	An outdoor advertising method that allows many people to see it at a low cost; operable 24 hours a day	c
	a. Television	
	b. Direct Mail	
	c. Billboards	
	d. Radio	
33	Receiving emails from businesses that you previously purchased from is an example of:	a
	a. Direct Marketing	
	b. Spam	
	c. Personal Electronic Selling	
	d. Public Relations	
34	Bringing newsworthy information about a business or a product to the public's attention is referred to as:	b
	a. Publicity	
	b. Public Relations	
	c. Promotion	
	d. Blogging	
35	Movie preview aired prior to the showing of a feature film	a
	a. Publicity	
	b. Advertising	
	c. Sponsorship	
	d. Sales promotion	
36	Sends a promotional message to a targeted group of prospects & customers	a
	a. direct marketing	
	b. social media	
	c. sales promotion	
37	Sunshine Chinese has coupons that are sent to a specific group of customers with a Suwanee address. What aspect of the promotional mix is this?	d
	a. Advertising	
	b. Public Relations	
	c. Direct Marketing	
	d. Sales Promotion	

38	If a company's objective were to reach masses of buyers that were geographically dispersed at a	a
	low cost per exposure, the company would likely choose which of the following promotion forms?	
	a. Advertising	
	b. Personal selling	
	c. Public relations	
	d. Sales promotion	
39	Sanjay Kapoor is a chef in a new downtown restaurant. He has sent out press releases to the major local media and has invited food critics to dine in his restaurant. Sanjay is engaging in	c
	a. Advertising	
	b. Personal selling	
	c. Public relations	
	d. Sales promotion	
40	Vipul is planning a start up a venture for offering mobile pet care services at door step. He has decided to charge \$750 for blow dry of a pet and \$1000 for shampoo and conditioning. Identify the element of marketing mix which is not being described in the above case.	c
	a. Place	
	b. Price	
	c. Promotion	
	d. Product	
41	The advantages of audience selectivity, no ad competition and personalization apply to	c
	a. Newspapers	
	b. Television	
	c. Direct Mail	
	d. Radio	
42	For a small audience the most suitable promotion tool is	b
	a. Sales Promotion	
	b. Personal Selling	

	c. Advertising	
	d. Publicity	
43	To escalate impulsive buying the best matched promotion tool is -	a
	a. Sales Promotion	
	b. Personal Selling	
	c. Advertising	
	d. Publicity	
44	You give the message depending upon individual customer. It is known as-	b
	a. Sales Promotion	
	b. Personal Selling	
	c. Advertising	
	d. Publicity	
45	Normally it does not play a role in communication strategy for consumer goods-	a
	a. Distribution arrangement in marketing	
	b. the price of the product	
	c. the physical product	
	d. the brand name	
46	Which one of the following promotional technique is least effective in generating product trials?	c
	a. On-pack premiums	
	b. coupons	
	c. Refund offers (₹ 100 off your next buy)	
	d. free samples	
47	Promotion creates----- by influencing consumers" perceptions.	b
	a. Demand	
	b. Value	
	c. Need	
	d. Want	
48	Promotion focuses on _____ with the target market	a
	a. communicating	
	b. positioning	
	c. segmenting	
	d. differentiating	

49	Sales promotion is a promotional tool regarded as:	b
	a. below-the-line	
	b. above-the-line	
	c. middle –the line	
	d. through –the-line	
50	Of the following reasons, which is not a reason to use sales promotion?	c
	a. To reward behaviour	
	b. To reach new customers	
	c. To develop brand image	
	d. To assist integration	
51	Communicating directly with target customers to generate a response or a transaction.	d
	a. Sales Promotion	
	b. Personal Selling	
	c. Advertising	
	d. Direct marketing	
52	Which of the following is outdoor advertising	d
	a. Radio	
	b. Television	
	c. Advertising	
	d. posters or wall papers	
53	Which of these is a direct benefit of good Public Relations.	b
	a. An increase in sales	
	b. An increase in share value	
	c. An increase in profits	
	d. An increase in revenues	
54	Which of the following is true of sales promotions?	b
	a. They produce a permanent shift in purchase intentions	
	b. They lock out competitors from shelf space	
	c. They do not link well to other promotional tools	
	d. They are waste of money.	
55	Which of the following is NOT true?	c
	a. SMS marketing is cost-effective	

	b. SMS marketing is easy to target	
	c. SMS marketing is inflexible	
	d. SMS marketing is flexible	
56	The most traditional method used in direct marketing is	b
	a. Catalogue marketing	
	b. Direct mail	
	c. Online marketing	
	d. Viral marketing	
57	Which communication component is not a paid form of communication?	d
	a. Advertising	
	b. Sales promotion	
	c. Personal selling	
	d. Publicity	
58	Where deal is accomplished between buyers & sellers through a medium of phone, letter or through medium of internet.	c
	a. Marketing	
	b. Selling	
	c. Promotion	
	d. Planning	
59	People-to-people oral, electronic or written form of communications that associate with experiences or merits of buying or using services or products is	d
	a. Interactive marketing	
	b. Direct marketing	
	c. Personal selling	
	d. Word-of-mouth marketing	
60	What is a push strategy?	a
	a. a communications strategy aimed at distributors	
	b. a communications strategy aimed at consumers	
	c. a hard sell marketing strategy	
	d. a low-budget corporate strategy	
61	What is a pull strategy?	b
	a. a communications strategy aimed at distributors	

	b. a communications strategy aimed at consumers	
	c. a hard sell marketing strategy	
	d. a low-budget corporate strategy	
62	Advertising, public relations and sales promotion are three of the four traditional techniques of the promotional mix. What is the fourth?	c
	a. Interactive marketing	
	b. Direct marketing	
	c. Personal selling	
	d. Word-of-mouth marketing	
63	Reach and frequency are aspects of which part of an advertising plan?	b
	a. Selection of a copy platform	
	b. Determination of a media timing pattern	
	c. Setting of sequential objectives	
	d. Setting of the campaign budget	
64	Which of the following terms best fits the activity of marketing communications?	d
	a. Making products available.	
	b. Convenience of location.	
	c. High level of regulation.	
	d. Developing messages that can be understood and acted on by target audiences.	
65	Marketing communications is used to achieve one of two principal goals. The first concerns the development of brand values. What is the other goal?	c
	a. Increasing sales.	
	b. Informing about products.	
	c. Changing the behaviour of target audiences.	
	d. Channelling communication tools.	

UNIT V PRODUCT LEVEL PLANNING

Sr.no	Question	Answer key
1	Market plan is a _____	c
	a. Strategy	
	b. Budgeting	
	c. Business document for marketing strategies	
	d. All of these	
2	Which of these is not a part of product planning?	d
	a. Identification of opportunities	
	b. Evaluation and prioritizing opportunities	
	c. Allocation of resources and time determination	
	d. Finalizing process	
3	Which of these are incorrect for the product plan?	a
	a. No need to revise product plan frequently	
	b. Product plan guides the launch of various product development activities	
	c. All of the mentioned	
	d. None of the mentioned	
4	Marketing strategy is a _____ type of strategy	d
	a. business level	
	b. growth strategy	
	c. corporate strategy	
	d. functional strategy	
5	When a marketer plans its offering, it needs to address _____ product levels.	b
	a. Three	
	b. Five	
	c. Four	
	d. None of the above	
6	_____ is a statement of what is to be accomplished through marketing activities	c

	a. mission statement	
	b. business plan	
	c marketing objective	
	d. goal driven directive.	
7	The _____ answers the question, " What business are we in and where are we going?"	a
	a. mission statement	
	b. financial statement	
	c. situation analysis	
	d. market strategy	
8	Which of the following is NOT one of the elements of the marketing plan.?	d
	a business mission statement	
	b. situation analysis	
	c. a target market strategy	
	d. all of above	
9	The _____ is the central instrument for directing and coordinating the marketing effort.	b
	a. strategic plan	
	b. marketing plan	
	c. tactical plan	
	d. customer value statement	
10	Which of the following involves adapting a firm to take advantage of opportunities in its constantly changing environment?	a
	a. strategic plan	
	b. marketing plan	
	c. tactical plan	
	d. customer value statement	
11	Which of the following is the first step in strategic planning?	c
	a) set objectives and goals	
	B) develop the business portfolio	
	C) define the company mission	
	D) plan marketing strategies	

12	A marketing plan begins with an _____	a
	a. executive summary	
	b. set objectives and goals	
	c. develop the business portfolio	
	d. define the company mission	
13	Which of the following is NOT a step in the marketing control process?	d
	a. setting goals	
	b. measuring performance	
	c. taking corrective action	
	d. defining the mission	
14	Successful _____ depends on how well a company blends its people, organizational structure, decision and reward systems, and company culture into a cohesive program that supports its strategies.	d
	a. marketing strategy	
	b. marketing control	
	c. marketing analysis	
	d. marketing implementation	
15	Successful _____ depends on how well a company blends its people, organizational structure, decision and reward systems, and company culture into a cohesive program that supports its strategies.	d
	a. marketing strategy	
	b. marketing control	
	c. marketing analysis	
	d. marketing implementation	
16	The _____ is the central instrument for directing and coordinating the marketing effort.	c
	a. Business plan	
	b. Production plan	
	c. Market plan	
	d. Selling plan	
17	Which of the following is Not a component of a marketing plan?	a

	a. Marketing advantages	
	b. Environmental analysis	
	c. Executive summary	
	d. Marketing implementation	
18	Which of the following part of a marketing plan defines the plan's financial and marketing goals in terms of sales volume, market share and profit?	a
	a. Marketing strategy	
	b. Action programs	
	c. Issue analysis	
	d. Objectives	
19	Marketing planning is more than_____.	a
	a. Adjustments of 4Ps	
	b. Adjustments of Costs	
	c. Adjustments of Sales	
	d. Adjustments of Profits	
20	Mission Statements are the best when the reflect ____	d
	a. situation	
	b. strategy	
	c. statement	
	d. vision	
21	A marketing plan is composed of three basic components, namely Objectives, Policies and _____	a
	a. Program	
	b. Procedure	
	c. Hints	
	d. Decision	
22	Marketing planning is interface between the _____ and its _____.	a
	a. Enterprise, market	
	b. Customers, suppliers	
	c. Market, customers	
	d. Enterprise, customers	
23	What is an in-depth assessment of the marketing function called	b

	a. marketing plan	
	b. marketing control	
	c. marketing strategy	
	d. marketing program	
24	An instrument for directing and coordinating whole market effort _____.	b
	a. Business plan	
	b. Marketing plan	
	c. Financial plan	
	d. Corporate plan	
25	Ensuring that the business achieves the sales, profits, and other goals set out in its annual marketing plan is the purpose of _____.	a
	a. operating control	
	b. marketing control	
	c. strategic control	
	d. marketing audit	
26	According to marketing executives, the most mentioned short comings of marketing plan were, lack of realism, insufficient competitor's analysis and a _____ focus.	c
	a. Gathering and analysing market information	
	b. Marketing Mix	
	c. Marketing planning	
	d. Product designing and development	
27	According to marketing executives, the most mentioned short comings of marketing plan were, lack of realism, insufficient competitor's analysis and a _____ focus.	b
	a. profit oriented	
	b. short run	
	c. long run	
	d. product	
28	Every organization wants to design and put into action the marketing mix that will best achieve its objectives in its target markets. Which of the following is not one of the marketing management functions involved in this process?	d
	a. analysis	

	b. control	
	c. planning	
	d. segmentation	
29	Solid _____ is the foundation of a well-written marketing plan	a
	a. marketing strategy	
	b. marketing process	
	c. marketing mix	
	d. target market	
30	Marketing planning is simply a logical sequence and series of activities leading to the setting of marketing _____ and the formulation of plans for achieving them.	b
	a. process	
	b. objectives	
	c. targets	
	d. plans	
31	USP of a product can be the example of	a
	a. Strength	
	b. Weakness	
	c. Opportunities	
	d. Threats	
32	Festive season can be an example of _____ to make maximum sales.	c
	a. Strength	
	b. Weakness	
	c. Opportunities	
	d. Threats	
33	Increasing FDI in a nation can be the example of _____ to domestic players of that nation.	d
	a. Strength	
	b. Weakness	
	c. Opportunities	
	d. Threats	

34	_____ helps in analysing and evaluating the marketing strategies, activities, problems, goals, and results.	a
	a. Marketing audit	
	b. Marketing plan	
	c. Marketing process	
	d. Marketing control	
35	The information gathered through the marketing audit process is used in development of _____	a
	a. SWOT Analysis	
	b. Marketing Audit	
	c. Strengths and Weaknesses	
	d. Opportunities and Threats	
36	At this stage the marketing team is ready to actually start putting their plans into action.	c
	a. Marketing Budget	
	b. Create Alternative Plan	
	c. Implementation and Evaluation	
	d. Marketing Objectives and Strategies	
37	Marketing plans vary by each factor expect:	d
	a. Duration	
	b. Scope	
	c. Method of Development	
	d. Objective	
38	The second stage of market planning is to organize the marketing _____	a
	a. Objectives and strategies.	
	b. sales projections	
	c. evaluations of past promotional implementations	
	d. evaluating the company's competitive position	
39	_____ is the most important term in marketing planning when it comes to execution.	a
	a. Budget	

	b. Control	
	c. Marketing mix	
	d. Audit	
40	It looks at both the macro-environmental factors that affect many firms within the environment and the micro-environmental factors that specifically affect the firm.	b
	a. Executive Summary	
	b. Situation Analysis	
	c. Marketing Strategy	
	d. Marketing Budgeting	
41	_____ will appear at the end of your marketing plan and will provide the details that back up what you stated in the main part of your marketing plan.	a
	a. Exhibits	
	b. Citation	
	c. Bibliography	
	d. Document	
42	Managers can use various methods of analysis to understand the firm's own capabilities, customers, and business environment.	a
	a. Situation Analysis	
	b. Executive Summary	
	c. Marketing Strategy	
	d. Marketing Budgeting	
43	A _____ guides businesses on how to communicate the benefits of their products to potential customers.	b
	a. Marketing mix	
	b. Marketing plan	
	c. Marketing audit	
	d. Marketing control	

44	The _____ themselves are a conclusions based on internal capabilities and external opportunities, identifying and understanding both is a required input.	a
	a. Marketing objectives	
	b. Situation Analysis	
	c. Executive Summary	
	d. Marketing Strategy	
45	By understanding the behavioral, demographic, geographic, and psychographic details of a population, organizations can craft _____ for products and services.	c
	a. Marketing mix	
	b. Marketing plan	
	c. Segmented target markets	
	d. Situation Analysis	
46	By profiling customers and determining goals and tactics, you can create a _____ that will help you succeed in building a strong customer base.	a
	a. Marketing mix	
	b. Marketing plan	
	c. Segmented target markets	
	d. Situation Analysis	
47	To ensure that the marketing programs reach the objectives, marketers must focus on how to best implement the chosen strategy.	d
	a. Marketing objectives	
	b. Situation Analysis	
	c. Executive Summary	
	d. Marketing Strategy	
48	Which of the following should always be an element within a marketing plan.	b
	a. Exchange	
	b. Control	

	c. Adoption	
49	d. Influencing	d
	a. Control – implementation – market planning	
	b. Market planning – control – implementation	
	c. Implementation – control – market planning	
	d. Marketing planning – implementation - control	
50	A marketing effectiveness review is part of _____ control.	d
	a. Annual Plan	
	b. Profitability	
	c. Proficiency	
	d. Strategic	
51	New important area of work of a marketer is to develop suitable marketing plans so that marketing objectives of the organization can be achieved.	b
	a. Marketing Control	
	b. Marketing planning	
	c. Segmentation	
	d. Situation Analysis	