

TY BCOM SEM V/ PAPER CODE: 23114/COMMERCE

QUESTION BANK

1. _____ concept of marketing assumes that customers will prefer those products which are aggressively promoted.
a) Selling b) marketing c) societal d) Holistic
2. _____ refers to set of products which are offered for sale by a firm.
a) Product mix b) Product design c) Product selling d) Product pricing
3. _____ refers to the extra incentives that the channel intermediaries get to stock and promote the products.
a) Push commission b) Pull incentives c) Extra credit period d) None of above
4. _____ is a consumer organization in India.
a) CGSI b) AAI c) ASI d) BTS
5. _____ involves tools to induce the customers to buy the products.
a) Advertising b) Personal selling c) Sales Promotion d) Publicity
6. At introductory stage of product life cycle, advertising is undertaken to _____.
a) Create awareness b) Sell the product to masses
c) Remind the customers d) None of these
7. _____ is an important element of a behavioural segmentation.
a) Buying motives b) Gender c) Region d) Education
8. In _____ pricing strategy, large firms charge low prices to kill competition in the market.
a) Predatory b) Penetration c) Trail d) Flexible Price
9. _____ system takes place when two or more stages of a distribution channel are combined and managed by one firm.
a) Vertical marketing b) Horizontal marketing c) Third party logistics d) None of these
10. _____ attack is a combination of frontal and flank attack.
a) Encirclement b) Flank c) Frontal d) Bypass
11. The oldest concept of marketing is the _____ concept.
a) Product b) exchange c) marketing d) holistic
12. _____ brand is marketed by Mondelez International.
a) Cadbury dairy milk b) Mercedes c) McDonald d) KFC
13. _____ is an unpaid form of promotion-mix.
a) Publicity b) Advertising c) Salesmanship d) Packaging
14. When product performance is more than customer expectations, it results in _____.
a) customer delight b) customer satisfaction
c) customer dissatisfaction d) customer astonished
15. _____ is a process of extending an existing brand name to other brands.
a) Brand extension b) Brand equity c) Brand image d) Brand Functions

TY BCOM SEM V/ PAPER CODE: 23114/COMMERCE

16. The main objective of advertising is to _____.
- a) Create awareness b) Increase sales c) Increase profits d) Increase
17. Harmful products like cigarettes are promoted through _____ ads.
- a) Surrogate b) Advocacy c) Social d) Predatory
18. The aim of _____ is to build customer equity.
- a) CRM b) TQM c) BPRE d) MIS
19. _____ marketing differentiates a firm from its competitions.
- a) Strategic b) Relationship c) Integrated d) Social
20. _____ is the incremental value of a business above the value of its physical assets due to the market position achieved by its brand.
- a) Brand equity b) Brand image c) Brand extension d) Brand Personality
21. _____ organization assists the consumers in legal matters.
- a) Consumers b) Social c) Political d) Government
22. _____ involves creating, maintaining and enhancing profitable and long term relationships with all stakeholders.
- a) Relationship marketing b) Holistic marketing
c) Societal marketing d) Social marketing
23. The word ethics is derived from _____ word 'Ethos'.
- a) Greek b) German c) Latin d) Spanish
24. _____ is a systematic gathering, recording and analyzing of data about marketing problems.
- a) Advertising Research b) Sales Research
c) Product research d) Marketing Research
25. _____ gives a distinctive identity to the brand.
- a) Brand positioning b) Brand loyalty c) Brand equity d) Brand name
26. _____ marketing refers to marketing to small segment of the market.
- a) Niche b) Small c) Special d) Large
27. _____ marketing system is an arrangement whereby two or more firms at the same level join together for marketing purposes to capitalize on a new opportunity.
- a) Horizontal b) Vertical c) Multi-level d) both a & b
28. _____ defense strategy involves launching of an offence against the competitor before the latter starts an offence.
- a) Pre-emptive b) Flanking c) Position d) microscopic
29. _____ concept assumes that a company can prosper, if it strikes a balance of society's welfare, customer satisfaction and company's profits.
- a) Societal b) Relationship marketing c) Marketing d) Holistic
30. _____ refers to protective covering of the product used in safely handling goods.
- a) Packing b) Positioning c) Branding d) Pricing

TY BCOM SEM V/ PAPER CODE: 23114/COMMERCE

31. _____ is the perception of the brand in the minds of customers.
a) Brand image b) Brand equity c) Brand loyalty d) Brand logo
32. Cloner strategy is followed by market _____.
a) Follower b) Leader c) Challenger d) both a & b
33. The _____ concept of marketing consists of integrated marketing, internal marketing, relationship marketing and performance marketing.
a) Relationship b) societal c) holistic d) production
34. _____ is an important element demographic segmentation.
a) Age b) Life style c) Locality d) Gender
35. _____ refers to a group of related products that share common characteristics, and channels of distribution.
a) Product line b) Product mix c) Product range d) Product
36. At the introductory stage of PLC, a business firm resorts to creating _____.
a) Brand awareness b) Brand value c) Brand history d) Brand loyalty
37. Marketing through social media networks like Whatsapp, Twitter, Facebook, etc. is called _____ marketing.
a) Social media b) Internet c) E-marketing d) Viral
38. _____ pricing helps to wipe out competition from the market.
a) Predatory b) Differential c) Premium d) Provisional
39. _____ is the outcome of large scale production and distribution of goods.
a) Economies of scale b) Marketing research
c) Marketing Intelligence System d) Financial Management System
40. _____ popularized the concept of 4 P's.
a) E. Jerome McCarthy b) Philip Kotler
c) William Stanton d) Abraham Koshy
41. _____ is the process used to extract usable data from a large set of raw data.
a) Data extracting b) Data mining c) Data filtering d) Data Storing
42. _____ is called S.T.P strategy in marketing.
a) Target marketing b) Market Segmentation
c) Market positioning d) Mass marketing
43. _____ is not an internal factor affecting pricing.
a) Demand b) Cost c) Product d) Supply
44. _____ is an element of the marketing mix.
a) Profit b) Price c) Investment d) Plan
45. _____ is the part of the product that carries information about the product and the seller.
a) Channels b) Profit c) Label d) Decision

TY BCOM SEM V/ PAPER CODE: 23114/COMMERCE

46. _____ marketing means producers selling directly to the consumers.
a) Direct b) Indirect c) E d) Internet
47. _____ helps in protecting the goods from damage during transportation.
a) Packing b) Tracking c) Insurance d) None of these
48. _____ is unpaid form of promotional mix .
a) Publicity b) Advertising c) Salesmanship d) Public Relation
49. A _____ market is a small market segment.
a) Small b) niche c) tiny d) microscopic
50. The Consumer Education and research Centre is located in _____.
a) Mumbai b) Delhi c) Ahmedabad d) Chennai