

1. In 'Double-win' strategy-

- (a) Customer gets an additional benefit
- (b) Customer gets price debate.
- (c) Both customs and the sales person come out with sense of satisfaction
- (d) Both (a) and (b)

Ans: (b)

2. Consumer behavior, 'Perception is a process through which

- (a) a consumer make ultimate purchasing
- (b) a consumer is satisfied
- (c) a consumer's mind receives, organizes and interprets physical stimuli
- (d) Both (a) and (c)

Ans; (c)

3. Sales forecast implies

- (a) an estimate of the maximum possible sales opportunities present in a particular market segment
- (b) an estimate of sales, in physical units, in a future period
- (c) Both (a) and (b)
- (d) Neither (a) nor (b)

Ans: (c)

4. In advertising for ..... is not allowed on T.V

- (a) Liquour
- (b) Cigarattes
- (c) Both (a) and (b)
- (d) Neither (a) nor (b)

Ans: (c)

5. A theory states that no matter how efficiently goods / services are produced, if they cannot be delivered to the customer in the quickest possible time it is vain.

This theory is called

- (a) Quickest the best
- (b) Instant service
- (c) Service on time
- (d) Timely effort

Ans: (b)

6. Entrepreneurs find direct marketing the attractive because of

- (a) Investment is low
- (b) It doesn't required specialized skills

- (c) Returns are quick
- (d) All of the above

ANS: (d)

7. Demonstration is an exercise to
- (a) attractively pack and display the goods
  - (b) prove the characteristic of the product
  - (c) Both (a) and (b)
  - (d) Neither (a) and (b)

Ans: (b)

8. Which among the following is not an example of Direct marketing ?

- (a) tele-marketing
- (b) sales on internet
- (c) mail order sales
- (d) Retail stores

Ans: (d)

9. In selling 'consumption' is the ultimate goal of the salesman while a marketer –

- (a) identify consumer needs
- (b) develop an appropriate product / service to attain customer satisfaction
- (c) accomplish organizational goals through integrated marketing approach
- (d) All of the above

10. In Banking services, market can be segmented on the basis of

- (a) density
- (b) customers
- (c) Both (a) and (b)
- (d) Neither (a) nor (b)

Ans: (c)

11. Which of the following is not a 'Post testing' Technique of advertisement ?

- (a) Sales test
- (b) Focus group
- (c) Enquiry test
- (d) Attitude test

Ans: (d)

12. 'Casual' research is basically concerned with

- (a) establishing cause and effect relationship
- (b) arriving at a forecast or prediction of interest

- (c) measuring and estimating the frequencies with which of things occur
- (d) All of the above.

Ans; (a)

13. A method, in which Brand equity is measured by comparing difference between the retail price of the brand and the retail price of an unbranded product in the same category is called:

- (a) Brand goodwill method
- (b) Price premium method
- (c) Both (a) and (b)
- (d) Neither (a) nor (b)

ANS: (b)

14. Media planning includes:

- (a) assessing lost
- (b) selecting the right medium
- (c) both (a) and (b)
- (d) Neither (a) nor (b)

Ans: (c)

15. In India, which commission can be approached to curb misleading advertisements

- (a) MRTP
- (b) MTP
- (c) ISPT
- (d) QTP

Ans: (a)

16. In marketing 'initiator' is a term which describes

- (a) who determines that some need is not being met and authorities a purchase to rectify the situation
- (b) who most directly involved in the consumption of the product
- (c) Both (a) and (b)
- (d) Neither (a) nor (b)

Ans; (a)

17. What is the full form of LIC

- (a) Life Insurance Corporation
- (b) Life Insurance Commission
- (c) Life India Corporation
- (d) None of these

Ans: (a)

18. .... recently has raised its stake beyond 10% in a few blue chip companies even after the insurance regulator IRDA decided to impose a cap of 10% on the institution's investment in a single company.

- (a) Life Insurance Corporation
- (b) General Insurance Corporation
- (c) Tata-AIG Insurance
- (d) None of these

Ans: (a)

19. Life Insurance Corporation has made fresh investments in which of the following companies in which the investor now holds more than 10% of their respective equity capital.

- (a) Siemens
- (b) PTC India
- (c) Tata Power
- (d) Cipla
- (e) All of these

Ans: (e)

20. RATAN Tata has finally pulled out its Nano car project from ..... ending months of speculations about the fate of the country's most awaited car.

- (a) Singur
- (b) Salboni
- (c) Pantnagar
- (d) None of these

Ans: (a)

21. Name India's largest company by market capitalization.

- (a) Reliance Industries
- (b) Tata Steel
- (c) Jindal Steel
- (d) None of these

Ans: (a)

22. The promoters of Reliance Industries (RIL) recently converted their 12 crore warrants into an equal number of shares hiking the promoter's holding in the company to 49%, with 52% voting rights. This involves an infusion of around ..... into the company.

- (a) Rs 15,142 crore
- (b) Rs 16,142 crore

- (c) Rs 5,142 crore
- (d) Rs 10,142 crore

Ans: (a)

23. SAP consultancy Axon Group is based on which country ?

- (a) UK
- (b) India
- (c) Germany
- (d) Italy

Ans: (a)

24. Which is SAP consultancy Axon Group in the news recently ?

- (a) SAP consultancy Axon Group will recommend HCL Technologies' £441.1-million buyout offer to its shareholders, withdrawing its earlier recommendation of Infosys' £407-million offer.
- (b) SAP consultancy Axon Group will open 500 training centres in Asia
- (c) SAP consultancy Axon Group will recommend buying of TCS
- (d) None of these

Ans: (a)

25. ICICI Bank, CEO and managing director KV Kamath is taking the help of ..... to find his successor. The professor will obtain independent data regarding the leadership attributes of the shortlisted senior management executives. Name the professor

- (a) Professor Wayne Brockbank, a clinical professor of business at the University of Michigan's Ross School of Business
- (b) Director of IIM, Ahmedabad
- (c) Ministry of Human Resource, Govt of India
- (d) A committee formed of Professor from all IITs

Ans: (a)

26. Promotion in Marketing means—

- (A) passing an examination
- (B) elevation from one grade to another
- (C) selling the products through various means
- (D) selling the product in specific areas
- (E) None of these

Ans : (C)

27. Sources of Sales Leads are—

- (A) Data Mining
- (B) Market Research
- (C) Media Outlets

(D) Promotional Programs

(E) All of these

Ans : (E)

28. One of the methods for Market Monitoring is—

(A) to watch TV serials

(B) to discuss with other sales persons

(C) to monitor media outlets

(D) All of these

(E) None of these

Ans : (C)

29. Market Expansion means—

(A) hiring more staff

(B) firing more staff

(C) buying more products

(D) buying more companies

(E) None of these

Ans : (E)

30. Effective marketing helps in—

(A) developing new products

(B) creating a competitive environment

(C) building demand for products

(D) All of these

(E) None of these

Ans : (D)

31. A Call in Marketing means—

(A) to phone the customers

(B) to visit the customers

(C) to visit the marketing site

(D) to call on prospective customers

(E) None of these

Ans : (D)

32. Delivery Channel means—

(A) maternity wards

(B) handing over the products to the buyers

(C) places where products are made available to the buyers

(D) All of these

(E) None of these

Ans : (C)

33. One of the following is a target group for the marketing of Internet Banking.

- (A) All the customers
- (B) All the educated customers
- (C) All the computer educated customers
- (D) Only creditors
- (E) All of these

34. Innovation mean—

- (A) Product Designing
- (B) New ideas
- (C) Impulse
- (D) Both (A) and (B)
- (E) None of these

Ans : (D)

35. One of the following is a target group for the marketing of educational loan.

- (A) All the customers
- (B) Students
- (C) Only poor students
- (D) Students having promising educational track record
- (E) All of these

Ans : (B)

36. Service after sale is not the function of—

- (A) Marketing staff
- (B) Seller
- (C) Director of the company
- (D) Employees of the company
- (E) All of the above are wrong

Ans : (A)

37. Market Survey means—

- (A) Market Research
- (B) Market Planning
- (C) Marketing Strategies
- (D) Market Monitoring
- (E) All of these

Ans : (A)

38. ....can be done through digital Banking ?

- (A) Mobile phone
- (B) Internet
- (C) Telephone
- (D) All of these
- (E) None of these

Ans : (A)

39. A good seller should have the following quality/qualities ?

- (A) Devotion to the work
- (B) Submissive
- (C) Sympathy
- (D) All of these
- (E) None of these

Ans : (D)

40. The rural marketing is not required because—

- (A) rural people do not understand marketing
- (B) its not practical from the cost point of view
- (C) it is sheer wastage of time
- (D) All are wrong
- (E) All are correct

Ans : (D)

41. Planned-cost service means—

- (A) Costly products
- (B) Extra profit on the same cost
- (C) Extra work by seller
- (D) All of these
- (E) None of these

Ans : (B)

42. Internet marketing means—

- (A) Self-marketing
- (B) Core Groups monitoring
- (C) Employees marketing
- (D) All of these
- (E) None of these

Ans : (E)

43. The aim of successful marketing is—

- (A) to increase the sale
- (B) to increase the profit



- (C) to increase the output of sellers
- (D) All of these
- (E) None of these

Ans : (D)

44. . The networking becomes.....through networking.

- (A) very difficult
- (B) dull
- (C) easy
- (D) has no role in marketing
- (E) None of these

Ans : (C)

45. Bank Marketing menas -

- (A) Selling of Bnaks
- (B) Buting of banks
- (C) Merger of banks
- (D) selling bank's produts and services
- (E) Selling various items in banks

ANS -(D)

46. Proper pricing is needed for -

- (A) Extra charges of extra services
- (B) Levy of VAT
- (C) Good customer services
- (D) Putting burden on the customer
- (E) Service with extra facilities

ANS -(C)

47. Alead means -

- (A) Abank's marketing staff
- (B) Areligious leader
- (C) Bank's chairman
- (D) Target Customer
- (E) Leash tied to a dog

ANS -(D)

48. A good salesman should be-

- (A) Agressive
- (B) Pushy
- (C) Fierce
- (D) Polite, but firm

(E) Talkative

ANS -(D)

49. Relationship selling means -

(A) Preparing a list of relatives

(B) Cross selling

(C) Selling to relatives

(D) Selling to strangers

(E) Telemarketing

ANS -(B)

50. ATM are -

(A) Branches of banks

(B) Manned counters of banks

(C) Unmanned , cash dispensers

(D) All of these

(E) None of these

ANS -(C)

51. Home loans are granted to -

(A) Individuals

(B) Institutions

(C) Builders

(D) All of these

(E) None of these

ANS -(A)

52. Credit cards are used for -

(A) Cash withdrawals

(B) Purchase of air tickets

(C) Purchase of consumable items from retail outlets

(D) All of these

(E) None of these

ANS -(D)

53. HNI means -

(A) Highly negative individual

(B) High growth individual

(C) High neutral individual

(D) Highly necessary individual

(E) All of these

ANS -(B)

54. What menu is selected to cut , copy, and pest ?

- (A) File
- (B) Tools
- (C) Special
- (D) Edit
- (E) None of these

ANS -(D)

55. The most important or powerful computer in a typical network -

- (A) Desktop
- (B) Network client
- (C) Network server
- (D) Network station
- (E) None of these

ANS -(C)

56. The primary purpose of software is to turn data into -

- (A) Web sites
- (B) Information
- (C) Programs
- (D) Objects
- (E) None of these

ANS -(C)

57. Which of the following is the largest unit of storage ?

- (A) GB
- (B) KB
- (C) MB
- (D) TB
- (E) None of these

ANS -(D)

58. Which of the following is an example of connectivity ?

- (A) Internet
- (B) Floppy disk
- (C) Power cord
- (D) Data
- (E) None of these

ANS -(A)

59. A collection of related file is called a -

- (A) Character
- (B) Field
- (C) Database
- (D) Record
- (E) None of these

ANS -(C)

60. As per modern scenario the concept of marketing is that Goods must reach customers at maximum speed but with—

- (1) Minimum quality
- (2) Minimum price
- (3) Maximum moisture
- (4) Maximum packing
- (5) Maximum spoiled condition

ans : 2

61. Marketing is being treated as

- (1) Science
- (2) Science & Art both
- (3) Art
- (4) Mathematics
- (5) Maximum spoiled condition

ans: 2

62. Marketing was born as---

- (1) The step child of Economic
- (2) The step child of Mathematics
- (3) The step child of English
- (4) The step child of Art
- (5) The step child of Accountancy

ans : 1

63. In part Marketing is synonymous with

- (1) Selling
- (2) Product
- (3) Marketing
- (4) Market
- (5) Producer

ans : 1

64. Marketing is an art because---

- (1) It had body of rules
- (2) It has body of principles
- (3) Standardisation
- (4) Market information

(5) All of above  
ans : 5

65. Marketing rules/ Principles can not be accurate as, the rules of---

- (1) Science
- (2) Physics
- (3) Chemistry
- (4) 1 and 3
- (5) 1, 2 and 3

ans : 1

66. All marketing activities revolves around----

- (1) Exchange process
- (2) Selling process
- (3) Purchase Process
- (4) Production process
- (5) None of these

ans : 1

67. Marketing is a process because---

- (1) It comprise a series of functions
- (2) It comprises a series of Mishandling
- (3) It comprises a series of Frauds
- (4) It comprise a series of Mischief
- (5) It comprise a series of Products

ans : 3

68. To whom Producer is giving more attention rather than production, now a days?

- (1) Government
- (2) Females
- (3) Consumers
- (4) Male members of society
- (5) Taxes

ans : 1

69. Who said- " Marketing is the business"?

- (1) Peter F. Drucker
- (2) Philip Kotler
- (3) Marshal
- (4) Robinson
- (5) Clark

Ans : 5

70. The practice of going after a large share of a smaller market or subsets of a few markets is called \_\_\_\_\_?

- (1) undifferentiated marketing

- (2) differentiated marketing
- (3) concentrated marketing
- (4) turbo marketing
- (5) None of these

Ans : 3