

## Marketing Aptitude Questions

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)