

MARKETING

- 1 The traditional Marketing style involves (c)
a Telemarketing b Indirect marketing c Direct marketing
- 2 Modern methods of Marketing included (e)
a Publicity on the net b Tele Marketing c Business through e-mail. d Advt on the net e all the above
- 3 A lead means (a)
a a prospect who is more likely to avail of the Bank's Product b company c farmer
- 4 A call means (c)
a calling on friends b to take telephone calls c calling on prospective customers.
- 5 Cross selling means (b)
a identifying customers needs b matching the products to customers needs c convincing the customers
- 6 Innovation means (c)
a inspiration b additional perquisites c implementing new ideas / methods
- 7 A true marketing mindset requires (a)
a active mindset b Passive mindset c controlled mindset
- 8 Sales forecasting involves (d)
a sales palnning and pricing b distribution of channels c Cosumer tastes d all the above
- 9 A target market is (c)
a entire country b entire city c that which consists of customers who need the identified product
- 10 Marketing plan helps in (a)
a better lead generation b better customers service c better systems
- 11 Market information means (c)
a knowledge of shops b konwledge of places c knowledge of customer profile and product mix
- 12 For effective marketing, the sales man should have which of these qualities (d)
a Creativity b team spirit and motivaition c effective communication skills d all the above
- 13 Which Indian Company has the largest market capitalization (b)
a ONGC b Reliance c Infosys d Satyam
- 14 What market philosophy best expresses laissez faire (c)
a Fiscal restraint b priming the pump c caveat emptor d supply and demand

- 15 The concept that consumers will favour those products which offer maximum quality performance and features and asks for continuous product improvement is (a)
a marketing concept b product concept c production concept
- 16 Sales Promotion (a)
a A must for competitive advantage b compulsory c waste of time
- 17 Oligopoly is a market organisation in which there are (c)
a no sellers b few buyers c few sellers
- 18 In monopoly there are (b)
a are few sellers b is one seller c are many sellers
- 19 "A monopolist is a market with one seller" is given by (a)
a P C Dooley b A J Braff c Letwitch Observes
- 20 Which of the following is not the factors of production (d)
a land b labour c capital d entrepreneur
- 21 A leader may be manager but a manager need not be a leader (a)
a True b False c None of the above
- 22 Money market is market for (b)
a long term loans b short loans c medium term loans
- 23 Market with one buyer and one seller (a)
a monopoly b bi monopoly c bilateral
- 24 Marketing management is a term _____ than sales management (a)
a wider b narrower c equal
- 25 Promoting mix includes (a)
a advertising, publicity, personal selling and promotion
b physical attributes, branch package and product life cycle
c Brand name, product benefits, credit delivery
- 26 The systematic gathering and analyzing of data on a particular marketing problem is (c)
a promotional research b marketing information c marketing research
- 27 A pricing strategy aimed at paying current or past due bills is (a)
a survival pricing b brand pricing c status quo pricing
- 28 Marketing provides maximum satisfaction of (b)
a profits b human wants c none of the above

- 29 Moral advertising is also known as (a)
a outdoor advertising b direct mail advertising c both a and b
- 30 LIC agent is an example of (c)
a Two level marketing b Three level marketing c direct marketing
- 31 Marketing manager may be classified in the category of (b)
a top level management b middle level management c lower level management
- 32 Selling costs are found under (b)
a monopoly b monopolistic competition c oligopoly
- 33 Product differentiation is an important characteristic of (c)
a perfect market b imperfect market c monopolistic competition
- 34 Many firms producing homogeneous products can be generally treated as (a)
a perfect competition b bilateral monopoly c oligopoly
- 35 _____ means giving a name to a product so as to distinguish it from others (b)
a grading b branding c promotion
- 36 Who coined the expression of marketing mix (b)
a Adam Smith b James Culliton c Peter F Drucker
- 37 " With you all the Way" is the slogan of (c)
a Bank of India b Union Bank of India c State Bank of India
- 38 In which promotion is necessary (c)
a introduction b growth c decline
- 39 MRP stands for (c)
a management Resource planning b Marketing research planning
c Manufacturing resource planning
- 40 Customer satisfying process is the view (b)
a selling b marketing c both
- 41 "A coloured or crooked perception of marketing and short-sightedness about business is (a)
a marketing myopia b marketing mix c product concept
- 42 In an organisation which department plays key role (c)
a HR Dept b Finance Dept c Marketing dept
- 43 Revenue generating dept in an organisation (a)

- a marketing dept b Fiance dept c none of these
- 44 PLC stands for (b)
a Product Life Cycle b Product Launching Cycle c None of these
- 45 Marketing planningis concerned with (a)
a Planning sales force size and deployment b Planning consignment sales
- 46 Marketing is an ongoing process (a)
a Planning and execution of marketing mix b Selling in the market
- 47 The best way of improving the business is (a)
a win over the customer b advertisemnt c increasing the no. of products
- 48 One of the shortest definitions of marketing is (c)
a advertisement b range of products c meeting needs profitably
- 49 A successful manage is one who (d)
a maximise staff productivity b bring down overheads c market driven profit conscious
and customer obsessed culture d all the above
- 50 To remain vibrant in the turbulent marketing field one should have the ability of ----
forecasting, emerging customer expectations and how best they can be satisfied on an
ongoing basis.
- 51 The earlier concept of customers " save and buy" gradually shifted to "buy and repay"
- 52 The main focus of selling is on product, where as in marketing the focus is on the buyer
and his specific needs.
- 53 One of the aims of marketing is to make available the products (d)
a at right place b at right time c at right price d all the above
- 53 .Every product will pass through the life cycle of (e)
a birth b growth c saturation d decline e all the above
- 54 The various components of promotion in achieving marketing objectives is (e)
a advertising b publicity c sales promotion d personal selling e all the above