

MARKETING MANAGEMENT

1. _____ precedes
production and succeeds
production.

a) Product

b) Society

c) Marketing

d) Segmentation

Answer: **c) Marketing**

2. The concept which seeks to win markets through product attributes is called

- a) Product
- b) marketing
- c) Legal
- d) Environmental

Answer: **a) Product**

3. The concept which calls upon marketer to build social and ethical considerations into their marketing practices is called

- a) Demarketing
- b) Market
- c) Real
- d) Societal marketing

Answer:

d) Societal marketing

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4. The practice of discouraging consumers from buying is known as

- a) Social marketing
- b) Demarketing
- c) Legal marketing
- d) Demo marketing

Answer:

b) Demarketing

5. A market having few sellers is known as

- a) Duopoly
- b) Oligopoly
- c) Monopoly
- d) Perfect

Answer:

b) Oligopoly

6. Coordinating all activities and operations of various organizational units is called

- a) Market Planning
- b) Management orientation
- c) Systems approach
- d) Demarketing

Answer: **c) Systems approach**

7. To sell what could be produced is

- a) Marketing orientation
- b) Product orientation
- c) Consumers orientation
- d) Society orientation

Answer:

a) Marketing
orientation

8. There can be only one price for a commodity at a given time in

- a) International market
- b) Economic market
- c) Perfect market
- d) World market

Answer:

c) Perfect market

9. The exchange that takes place in a society along with the facilitating institutions make up is

- a) Demarketing
- b) Marketing System
- c) Macro environment
- d) Marketing Environment

Answer: **b) Marketing System**

10. _____ create
place utility.

- a) Transportation
- b) Godown
- c) Insurance
- d) Banking

Answer:

a) Transportation

11. Which is a concentration function?

- a) Storing
- b) Selling
- c) Transportation
- d) Buying assembling

Answer:

d) Buying and selling

12. Which is a facilitating function?

a) Assembling

b) Financing

c) Selling

d) Buying

Answer:

b) Financing

13. The brands owned by wholesalers and retailers are called

- a) Private brands
- b) Multiple brands
- c) National brands
- d) Blanket brands

Answer:

a) Private brands

14. The act of sorting out goods according to the established standards is known as

- a) Standardization
- b) Packaging
- c) Packing
- d) Grading

Answer: **d) Grading**

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15. _____ means establishment of a certain standard based on intrinsic physical properties of any commodity.

- a) Standardization
- b) Warehousing
- c) Risk
- d) Financing

Answer:

a) Standardization

16. Physical environment includes

- a) Cultural values
- b) Natural resources
- c) Changing technologies
- d) Government intervention

Answer:

b) Natural resources

17. Media public
includes

- a) Investment houses
- b) Stock holders
- c) News papers
- d) All of these

Answer:

c) News papers

18. Judicial action is a component of

- a) Economic environment
- b) Legal environment
- c) Cultural environment
- d) Demographic environment

Answer:

b) Legal environment

19. Which one of the following is the component of macro environment?

- a) Government agency
- b) Market intermediaries
- c) Suppliers
- d) Competitors

Answer:

a) Government agency

20. Segmentation on the basis of user rate is called

- a) Volume segmentation
- b) Demographic segmentation
- c) Cultural segmentation
- d) None of these

Answer:

a) Volume segmentation

21. When the customers do not have the same intensity of preferences for the attributes, they are called

- a) Differential preferences
- b) Diffused Preferences
- c) Clustered preferences
- d) Homogeneous preferences

Answer: **b) Diffused Preferences**

22. When the customers are served individually, it is known as

- a) Local marketing
- b) Micromarketing
- c) Mass marketing
- d) Customized marketing

Answer:

d) Customized marketing

23. Marketers selects all the segments and approaches each segment with an appropriate marketing mix programme in

- a) Single segment concentration strategy
- b) Undifferentiated marketing strategy
- c) Multi- segment strategy
- d) None of these

Answer:

c) Multi- segment strategy

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24. Customers who show no loyalty to any brand are

- a) Hard core loyals
- b) Split loyals
- c) Shifting loyal
- d) Switches

Answer: **d) Switches**

25. People exhibit different life styles and they express them through the products they use. This is

- a) Psychographic characteristics
- b) Demographic characteristics
- c) Geographic variables
- d) Socio economic characteristics

Answer: **a) Psychographic characteristics**

26. Needs that satisfy a person's ego are called

a) Esteem

b) Safety

c) Social

d) primary

Answer: a) Esteem

27. The motives which prompt the buyer to have a logical analysis of the intended purchase are called

- a) Rational motives
- b) Patronage motives
- c) Rational product motives
- d) None of these

Answer:

a) Rational motives

28. Hierarchy of needs are propounded by

a) Kurt Lewin

b) Maslow

c) Veblen

d) Freud

Answer: **b) Maslow**

29. The most venturesome buyers are called

- a) Laggards
- b) Innovators
- c) Early majority
- d) Adopters

Answer:

b) Innovators

30. Needs arising out of the desire to achieve self respect and prestige in society are

- a) Physiological needs
- b) Esteem needs
- c) Social needs
- d) Self- actualization

Answer:

b) Esteem needs

31. Which one of the following is the marketing input for decision-making?

- a) Social Class
- b) Family
- c) Channels
- d) Informal sources

Answer: **c) Channels**

32. Which one of the following is the socio cultural input for decision-making?

- a) Religion
- b) Product
- c) Price
- d) Channel

Answer:

a) Religion

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33. Persons who presume that man is a problem solver are

- a) Emotional personal
- b) Economic persons
- c) Passive persons
- d) Cognitive persons

Answer:

d) Cognitive persons

34. The psychological feeling about a product that influences consumers to purchase, is

- a) Symbolic product
- b) Care product
- c) Expected product
- d) Potential product

Answer:

a) Symbolic product

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35. Detergents and toothpastes are

- a) Speciality goods
- b) Consumer goods
- c) Shopping goods
- d) Potential goods

Answer:

b) Consumer goods

36. Number of items and brands in the line decide the

- a) Length of the product line
- b) Depth of the product line
- c) Width of the product line
- d) Size of the product mix

Answer:

- a) Length of the product line

37. How closely related the various product lines are called

- a) Width of the product mix
- b) Length of the product mix
- c) Depth of the product mix
- d) Consistency of the product mix

Answer:

d) Consistency of the product mix

38. In the new product development a product concept represents

- a) An elaborate version of a product idea
- b) Quality function development
- c) Engineering attributes
- d) Simulation

Answer: a) An elaborate version of a product idea

39. Consumer preferences for alternative product concepts can be measured through

- a) Conjoint analysis
- b) Sales wave research
- c) Positioning map
- d) Simulated test

Answer: **b) Sales wave research**

40. After the product is dressed up with a brand name and packaging it is put to

- a) Concept testing
- b) Business analysis
- c) Product development
- d) Market testing

Answer: **d) Market testing**

41. The degree to which the innovation matches the value and experiences of the individuals is

- a) Compatibility
- b) Communicability
- c) Divisibility
- d) Complexity

Answer:

a) Compatibility

42. Creating product awareness and trial is the marketing objective in the following stage.

a) Introduction

b) Growth

c) Decline

d) Maturity

Answer: **a) Introduction**

43. The process of introduction of higher quality product by a manufacturer in the hope increasing the sales of low priced products is termed as

- a) Trading up
- b) Trading down
- c) Trading slide
- d) Trading upon

Answer: **a) Trading up**

44. The right to use technical invention is

a) Copyright

b) Patents

c) Trade mark

d) Brand mark

Answer:

b) Patents

45. Band Aid is

- a) Coined name
- b) Suggestive name
- c) Arbitrary name
- d) Descriptive name

Answer:

b) Suggestive name

46. Labels which are exclusively meant for popularizing the brand name of the product are

- a) Brand labels
- b) Grade labels
- c) Descriptive labels
- d) Informative labels

Answer: **a) Brand labels**

47. Unique set of brand assets and liabilities that is linked to a brand is

- a) Brand mark
- b) Brand insistence
- c) Brand equity
- d) Brand loyalty

Answer:

c) Brand equity

48. A market structure where only one firm is marketing a particular product or service and there can be no close substitutes is

- a) Monopoly
- b) Oligopoly
- c) Pure Competition
- d) Perfect competition

Answer: **a) Monopoly**

49. Sellers select a given city and charges all customers the freight cost from that city to the customer location

- a) Basic point pricing
- b) Zone pricing
- c) Geographical pricing
- d) Uniform delivered pricing

Answer:

a) Basic point pricing

50. The act of selling the same article at different prices to different buyers

- a) Discriminatory pricing
- b) Prestige pricing
- c) Location pricing
- d) Psychological pricing

Answer:

a) Discriminatory pricing

51. Which one of the following is not a promotional pricing?

- a) Special event pricing
- b) Low interest pricing
- c) Cash rebates
- d) Freight absorption pricing

Answer:

d) Freight absorption pricing

52. The recent innovation which combines the features of a super market and a general merchandise store is

- a) Franchising
- b) One price store
- c) Hypermarket
- d) Wheel of retailing

Answer: **c) Hypermarket**

53. A number of retail stores which sell similar products are centrally owned or operated under one management

- a) Departmental states
- b) Chain stores
- c) Mail order retailing
- d) Co- operatives

Answer: **b) Chain stores**

54. Selling directly to ultimate consumers is

- a) Wholesale
- b) Retailing
- c) Distribution
- d) Merchandising

Answer:

b) Retailing

55. Selling products through every available output is

- a) Intensive distribution
- b) Selective distribution
- c) Exclusive distribution
- d) Dual distribution

Answer:

a) Intensive distribution

56. Use of two or more distribution channel to reach the target market is

- a) Intensive distribution
- b) Selective distribution
- c) Exclusive distribution
- d) Dual distribution

Answer:

b) Selective distribution

57. A marketing channel in which manufacturing and successive stages of distribution are operated as a unified system.

- a) Vertical marketing system
- b) Horizontal marketing system
- c) Corporate marketing system
- d) Contractual marketing system.

Answer:

a) Vertical marketing system

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58. Departmental stores and fast food restaurants are

- a) Full service stores
- b) Semi service stores
- c) Self service stores
- d) Non-store retailing

Answer:

c) Self service stores

59. Wholesalers who take title to goods they deal in are

- a) Merchandise wholesalers
- b) Commission wholesalers
- c) Manufacturers wholesalers
- d) None of these

Answer:

a) Merchandise wholesalers

60. A promotion designed to inform the target market about the firm's offering is known as

- a) Informative function
- b) Persuasive function
- c) Reminder function
- d) Buyer behaviour modification

Answer:

a) Informative function

61. When the customers receive the message and interpret it, the effect is called

- a) Cognitive
- b) Affective
- c) Conative
- d) None of these

Answer:

c) Conative

62. When manufacturers, wholesalers and retailers jointly sponsor and share the expenditure on advertising, it is known as

- a) Product advertising
- b) Primary demand
- c) Selective advertising
- d) Co-operative advertising

Answer:

d) Co-operative advertising

63. Test conducted while the consumer is being exposed to the advertising is

- a) Recall test
- b) Recognition test
- c) Pre-test
- d) Concurrent test

Answer:

d) Concurrent test

64. Advertising copy which makes its appeal to the human emotions and the senses rather than to intellect and judgement is

- a) Human interest copy
- b) Missionary copy
- c) Pioneering copy
- d) Selling copy

Answer:

a) Human interest copy

65. Promotion is basically a _____ process.

- a) Motivation
- b) Planning
- c) Communication
- d) All of these

Answer:

c) Communication

66. The word 'market' is derives from_____ world.

- a) Latin
- b) French
- c) Italy
- d) Hindi

Answer:

a) Latin

67. “A Market is the set of actual and potential buyers of product.” Who said?

- a) Pyle
- b) Kotler
- c) Cornot
- d) Chapman

Answer:

a) Pyle

68. “Markets are people with money to spend and the desire to spend it.” Who said?

- a) Pyle
- b) Kotler
- c) Duddy and Reizam
- d) None of these

Answer:

c) Duddy and Reizam

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69. Industrial markets in the e-commerce context are referred to as

a) CZC

b) T2T

c) A2B

d) B2B

Answer:

d) B2B

70. Marketing is the creation and delivery of standard of living to the society. Who said?

- a) Converse
- b) Paul Mazur
- c) Ehapman
- d) Stanton

Answer:

b) Paul Mazur

71. This concept calls upon marketers to build social and ethical consideration in their marketing practices

- a) The societal marketing concept
- b) The marketing concept
- c) Selling concept
- d) The production concept

Answer: **a) The societal marketing concept**

72. The term
'demarketing' was coined
by

- a) Kelly
- b) Pyle
- c) Cundiff
- d) Kotler

Answer:

d) Kotler

73. _____ aims at creating new uses of an existing product.

- a) Demarketing
- b) Remarketing
- c) Over marketing
- d) None of these

Answer:

b) Remarketing

74. The term 'meta marketing' was coined by

- a) Eugene J, Kelly
- b) Chapman
- c) Drucker
- d) Both a) and c)

Answer:

a) Eugene J. Kelly

75. Clark and Clark have categorized the marketing functions into _____ categories.

a) 4

b) 5

c) 6

d) 3

Answer:

d) 3

76. Purchases are made from a large number of sources

- a) Conservative buying
- b) Concentrated buying
- c) Diversified buying
- d) Hand to mouth buying

Answer:

c) Diversified buying

77. Conservative buying is also known as

- a) Small order buying
- b) Current need buying
- c) Hand to mouth buying
- d) All of these

Answer:

d) All of these

78. Advertisements are called

- a) Personal selling
- b) Printed salesmanship
- c) Copied salesmanship
- d) Both b) and c)

Answer:

b) Printed salesmanship

79. Consumers who buy one brand at all times are known as

- a) Hard core loyals
- b) Shifting loyals
- c) Split loyals
- d) None of these

Answer:

a) Hard core loyals

80. This is the last and crucial stage of product life cycle.

a) Introduction

b) Maturity

c) Decline

d) saturation

Answer:

c) Decline

81. Everett Rogers
classifies people
into _____ categories
for new products.

- a) 6
- b) 5
- c) 8
- d) 10

Answer:

b) 5

82. The first 2.5% of buyers who adopt new product in marketing are called

- a) Laggards
- b) Late majority
- c) Early adopters
- d) Innovators

Answer:

d) Innovators

83. Early majority for new product comprises_____.

- a) 34%
- b) 13.5%
- c) 16%
- d) 9%

Answer:

b) 13.5%

84. Who are traditions bound?

- a) Late majority
- b) Early adopters
- c) Laggards
- d) Late comers

Answer:

c) Laggards

85. The third stage in new product development is

- a) Business analysis
- b) Idea generation
- c) Concept testing
- d) Idea screening

Answer:

c) Concept testing

86. The last stage in the Product life is

- a) Maturity
- b) Growth
- c) Decline
- d) Saturation

Answer:

c) Decline

87. In the product adoption process last stage is

- a) Trial
- b) Adoption
- c) Evaluation
- d) Interest

Answer:

b) Adoption

88. One name used for two or more individual products this is called

- a) Middlemen's brand
- b) Individual brand
- c) Blanket brand
- d) Company brand

Answer:

c) Blanket brand

89. _____ are exclusively meant for popularizing the brand name of the product.

- a) Grade labels
- b) Brand labels
- c) Descriptive labels
- d) Informative pricing

Answer:

b) Brand labels

90. Which is fixed by customs?

- a) Psychological pricing
- b) Prestige Pricing
- c) Customary pricing
- d) Odd Pricing

Answer:

c) Customary pricing

91. The word 'retail' is derives from_____ word.

- a) Latin
- b) American
- c) Hind
- d) French

Answer:

d) French

92. Departmental stores are of _____ origin.

- a) Latin
- b) French
- d) Indian
- d) Italy

Answer:

b) French

93. Chain stores
originated in

- a) India
- b) France
- c) America
- d) Japan

Answer:

c) America

94. The term 'wheel of retailing' is coined by

- a) Kotler
- b) Malcom P. McNair
- c) Mazur
- d) Pyle

Answer:

b) Malcom P. McNair

95. The word
'advertising' is derived
from _____ word.

a) French

b) Latin

c) Hindi

d) Japan

Answer:

b) Latin

96. The manufacturers get maximum profit in this stage.

a) Introduction

b) Decline

c) Maturity

d) Growth

Answer:

c) Maturity

97. The quality of a sales man is

a) Sound health

b) Sincerity

c) Courage

d) All of these

Answer:

d) All of these

98. _____ are
customers order placing
machines.

- a) Tele marketing
- b) Kiosks
- c) ATMS
- d) Both b) and c)

Answer:

b) Kiosks

99. The word 'promotion' is derived from the Latin word

- a) Promovere
- b) Promote
- c) Promotion
- d) Promulgate

Answer:

a) Promovere

100. Which is outdoor advertising?

a) Sky advertising

b) Film

c) Radio

d) Press media

Answer:

a) Sky advertising

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101. These markets existed during village economy and are extinct now

- a) Local markets
- b) Family markets
- c) National markets
- d) Urban markets

Answer:

b) Family markets

102. In these markets currencies of different countries are purchased and sold.

- a) Spot market
- b) Future market
- c) Stock market
- d) Foreign exchange market

Answer:

d) Foreign exchange market

103. It is a market in which different kinds of commodities are sold.

- a) Bullion market
- b) Commodity market
- c) Terminal market
- d) Money market

Answer:

b) Commodity market

104. “Consumerism is a shape of marketing.” Who said?

a) Peter F. Drucker

b) Philip Kotler

c) Ben M. Enis

d) Laxer

Answer:

a) Peter F. Drucker

105. Eugene J. Kelly developed this term.

- a) Over marketing
- b) Remarketing
- c) Meta marketing
- d) Demarketing

Answer:

c) Meta marketing

106. This concept constitutes the striving efforts by a firm to generate increased sales while neglecting quality control production efficiency.

- a) Meta marketing
- b) Over marketing
- c) Remarketing
- d) Demarketing

Answer: **b) Over marketing**

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107. This concept underlies the process of finding or creating new uses for and existing product.

- a) Remarketing
- b) Over- Marketing
- c) Meta- marketing
- d) More marketing

Answer:

a) Remarketing

108. The eyes and ears of marketing are related to _____ of marketing.

- a) Function
- b) Shape
- b) Truth
- d) None of these

Answer:

a) Function

109. “Profits can be no more the objective of a business than eating is the objective of living.”

Who said?

- a) Joel dean
- b) Pyle
- c) Drucker
- d) Clark and Clark

Answer: **a) Joel dean**

110. Marketing mix was first popularized by

- a) Epsom
- b) Kolter
- c) Pyle
- d) E. Jerome Mc Carthy

Answer:

d) E. Jerome Mc Carthy

111. Functional approach for marketing was advocated by

a) A.W. Shaw

b) Pyle

c) Clark

d) Simon

Answer:

a) A.W. Shaw

112. The principal economic basis for transportation is in enhancing the value of goods by the creation by _____ utility.

- a) Time
- b) Risk
- c) Place
- d) Value

Answer: **c) Place**

113. Marginal utility
theory of consumers
behaviour was developed
by

- a) Classical economist
- b) Modern economist
- c) Scientist
- d) Sociologist

Answer:

a) Classical economist

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114. Stimulus Response theories of consumer behaviour are developed by

- a) Purlon
- b) Skinner, Kotler
- c) Thorndike
- d) All of these

Answer:

d) All of these

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115. Cognitive theory of consumer behaviour was developed by

- a) Thorndike
- b) Veblen
- c) Festinger
- d) Kolter

Answer:

c) Festinger

116. Socio- cultural
theory of consumer
behaviour was developed
by

- a) Festinger
- b) Thorindike
- c) Kolter
- d) Veblen

Answer:

d) Veblen

117. _____ refers to the size of segmentation appeared first.

- a) Substantiality
- b) Measurability
- c) Represent ability
- d) None of these

Answer: **a) Substantiality**

118. Chronologically, this kind of segmentation appeared first.

- a) Geographic segmentation
- b) Demographic segmentation
- c) Socio- economic segmentation
- d) Product segmentation

Answer: **a) Geographic segmentation**

119 . This is concerned with focusing all available resources on one segment within the total market.

- a) Differentiated marketing
- b) Undifferentiated marketing
- c) Concentrated marketing
- d) None of these

Answer:

c) Concentrated marketing

120. It attempts to appeal to the entire market by designing different products and marketing programme for different segments of the market.

- a) Undifferentiated marketing
- b) Differentiated marketing
- c) Concentrated marketing
- d) None of these

Answer:

b) Differentiated marketing

121. _____ is a complex of tangible, intangible and external attributes including functional, social and psychological utilities or benefits.

- a) Product
- b) Price
- c) Promotion
- d) Distribution

Answer: **a) Product**

122. _____ is the list of all products offered for sale by a company.

- a) Price mix
- b) Product mix
- c) Promotion mix
- d) None of these

Answer:

b) Product mix

123. _____ is a group of products that are closely related.

- a) Product item
- b) Product line
- c) Product elimination
- d) Contraction

Answer:

b) Product line

124. The process of introducing higher quality products is

- a) Trading up
- b) Trading down
- c) Sliding down
- d) Sliding up

Answer:

a) Trading up

125. The registered brands are

- a) Branding
- b) Trademarks
- c) Pricing
- d) Promotion

Answer:

b) Trademarks

126. The main object of the these labels is to provide maximum possible information.

- a) Descriptive labels
- b) Grade labels
- c) Brand labels
- d) Informative labels

Answer:

d) Informative labels

127. The last stage in product life cycle is

- a) Maturity
- b) Saturation
- c) Decline
- d) Boom

Answer:

c) Decline

128. This is concerned with measuring customer reactions to the idea or concept of a product.

- a) Concept testing
- b) Business analysis
- c) Marketing mix
- d) None of these

Answer:

a) Concept testing

129. This term has been introduced by Theodore Levitt.

- a) Marketing myopia
- b) Commercialization
- c) Marketing mix
- d) Test marketing

Answer: **a) Marketing myopia**

130. Price is fixed by simply adjusting it to the market conditions in

- a) Cost- oriented pricing policy
- b) Demand- oriented pricing policy
- c) Market- oriented pricing policy
- d) Economy oriented pricing policy

Answer:

b) Demand- oriented pricing policy

131. The price under this method is fixed at a full number

- a) Psychological pricing
- b) Customary prices
- c) Prestige pricing
- d) Price lining

Answer:

a) Psychological pricing

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132. Such prices are fixed by customs

- a) Price lining
- b) Geographical prices
- c) Prestige pricing
- d) Customary prices

Answer:

d) Customary prices

133. This involves setting a very high price for a new product.

- a) Monopoly pricing
- b) Administered pricing
- c) Skimming pricing
- d) Penetration pricing

Answer:

c) Skimming pricing

134. Low price in the initial period

- a) Skimming pricing
- b) Monopoly pricing
- c) Penetration pricing
- d) Sealed bid pricing

Answer:

c) Penetration pricing

135. Essential
Commodities Act was
passed in

- a) 1955
- b) 1969
- c) 1992
- d) 1976

Answer:

a) 1955

136. _____ is a process that converts an idea into a message from which intelligible to the receiver.

- a) Source
- b) Encoding
- c) Decoding
- d) Exchange

Answer:

b) Encoding

137. _____ is the originator of a message.

- a) Encoding
- b) The source
- c) Decoding
- d) Mix

Answer:

b) The source

138. “Muddled
...Misused.....Misunderst
ood. That is sales
promotion.” This is the
opinion of

- a) William Spriegal
- b) William Q. Kelly
- c) Kolter
- d) Thomas

Answer: **b) William Q. Kelly**

139. _____ is any paid form of non- personal presentation of goods or ideas by an identified sponsor.

- a) Personal selling
- b) Sales promotion
- c) Publicity
- d) Advertising

Answer:

d) Advertising

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140. Commercial

advertising is also termed as

a) Co- operative advertising

b) Business advertising

c) Comparative advertising

d) Primary demand

advertising

Answer:

b) Business advertising

141. These tests measure the effectiveness of advertisement before they are placed.

- a) Post tests
- b) Pre- tests
- c) Legal tests
- d) All of these

Answer: **b) Pre- tests**

142. Pre- tests of advertisement includes

- a) Tachistoscope tests
- b) Readability studies
- c) Environment analysis
- d) All of these

Answer:

d) All of these

143. Such tests are conducted while the consumer is being exposed to the advertising.

- a) Recognition tests
- b) Recall tests
- c) Concurrent tests
- d) All of these

Answer: **a) Recognition tests**

144. _____ is a process of information customers and persuading them to purchase products through personal communication in exchange situation.

- a) Personal selling
- b) Advertising
- c) Salesman
- d) Pricing

Answer:

145. Caveat vendor means

- a) Let the buyer beware
- b) Let the seller beware
- c) Let the customer
beware
- d) Let the students beware

Answer:

b) Let the seller beware

146. Such a kind of salesman specializes in selling intangible products

- a) Creative salesman
- b) Detail salesman
- c) Service salesman
- d) Wholesalers sales man

Answer:

c) Service salesman

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147. Creative salesman is also known as

- a) Detail salesman
- b) Service salesman
- c) Pioneer Salesman
- d) Wholesalers salesman

Answer:

c) Pioneer Salesman

148. The second stage in the process of personal selling is

- a) Prospecting
- b) The approach
- c) Overcoming the objection
- d) Closing the sale

Answer:

b) The approach

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149. Peter Drucker qualified this function of marketing as a Dark Continent .

- a) Product mix
- b) Price mix
- c) Promotion mix
- d) Physical distribution mix

Answer: **d) Physical distribution mix**

150. Franchise selling is
_____ origin.

- a) France
- b) Indian
- c) Italy
- d) American

Answer:

d) American

151. Department store is considered to be of _____ origin.

- a) British
- b) France
- c) American
- d) Latin

Answer:

b) France

152. Mail order retailing is referred to as

- a) Non-store impersonal retailing
- b) Shopping by post
- c) Selling by post
- d) All of these

Answer:

d) All of these

153. Hypermarkets are _____-sized supermarkets.

- a) Small
- b) Large
- c) Giant
- d) Big

Answer:

c) Giant

154. The concept
“Wheel of Retailing” is
advanced by

- a) Malcom P. McNair
- b) Philip Kotler
- c) Pyle
- d) Clark & Clark

Answer:

a) Malcom P. McNair

155. Consumer goods include

- a) Specialty goods
- b) Shopping goods
- c) Convenience goods
- d) All of these

Answer:

d) All of these

156. These goods are bought by consumers frequently.

- a) Specialty goods
- b) Shopping goods
- c) Convenience goods
- d) Raw materials

Answer:

c) Convenience goods

157. Speciality goods
are also termed as

- a) Convenience goods
- b) Shopping goods
- c) Insistence goods
- d) Unsought goods

Answer:

c) Insistence goods

158. Marketing process includes

- a) Concentration
- b) Dispersion
- c) Equalization
- d) All of these

Answer:

d) All of these

159. All elements of business should be geared towards

a) Customers satisfaction

b) Buyers satisfaction

c) Producers

d) Middlemen satisfaction

Answer:

a) Customers satisfaction

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160. Product mix
includes

- a) Package
- b) Price
- c) Promotion
- d) All of these

Answer:

a) Package

161. 'All eggs in one basket' is related to

- a) Concentrated marketing
- b) Differentiated marketing
- c) Undifferentiated marketing
- d) All of these

Answer: **a) Concentrated marketing**

162. Psychographic character includes

- a) Family life cycle
- b) Social class
- c) Religion
- d) Personality

Answer:

d) Personality

163. Who is considered as a 'black box'?

- a) Producer
- b) Marketer
- c) Consumer
- d) All of these

Answer:

c) Consumer

164. The participants in the buying process includes

- a) Initiator
- b) Influencer
- c) Buyer
- d) All of these

Answer:

d) All of these

165. Which is not a right of consumer?

- a) Right to choose
- b) Right to be informed
- c) Right to be heard
- d) Right to be pleased

Answer:

d) Right to be pleased

166. Consumer Dispute Redressal Commission functions at the

- a) District level
- b) State level
- c) National level
- d) International level

Answer:

b) State level

167. Consumer Disputes
Redressal Forum functions
at the

- a) National level
- b) State level
- c) District level
- d) None of these

Answer:

c) District level

168. The word 'brand' has its origin in the _____ language.

- a) Indian
- b) American
- c) Norwegian
- d) Italian

Answer:

c) Norwegian

169. Fair Packaging and Labelling Act was passed in

a) 1987

b) 1992

c) 1967

d) 1963

Answer:

c) 1967

170. These are responsible for promoting sales and creating demand.

- a) Speciality salesman
- b) Missionary salesman
- c) Detail salesman
- d) Consumer salesman

Answer:

b) Missionary salesman

171. Itinerant retailers include

- a) Hawkers
- b) Pedlars
- c) Street vendors
- d) All of these

Answer:

d) All of these

172. _____ is a network of a number of branches situated at different localities in the city.

- a) A multiple shop system
- b) Department store
- c) Supermarket
- d) All of these

Answer:

a) A multiple shop system

173. JIT concept of production and inventory control originated in

- a) London
- b) India
- c) America
- d) Japan

Answer:

d) Japan

174. Which is non-personal method?

- a) Publicity
- b) advertising
- c) Both a) and b)
- d) Personal selling

Answer:

c) Both a) and b)

175. The overall strength of a brand is

- a) Brand loyalty
- b) Brand equity
- c) Branding
- d) Packing

Answer:

b) Brand equity

176. Have what you can get rid of is in

- a) Marketing oriented stage
- b) Consumer oriented stage
- c) Sales oriented stage
- d) Management oriented stage

Answer:

a) Marketing oriented stage

177. When a manufacture sells the same product at two or more different prices it is

- a) Price lining
- b) Customer price
- c) Dual pricing
- d) Zone pricing

Answer:

c) Dual pricing

178. Systematic objective and exhaustive search for and of marketing is called

- a) Marketing research
- b) MIS
- c) Marketing audit
- d) All of these

Answer:

a) Marketing research

179. Philip Kotler is associated with

- a) Integrative school
- b) The broadening school
- c) The balance approach school
- d) All of these

Answer:

b) The broadening school

180. This creates new users for a product.

- a) Demarketing
- b) Remarketing
- c) Meta-marketing
- d) Over marketing

Answer:

b) Remarketing

181. Several products
several marketing mixes and
relevant segments are the
features of

a) Particularized
marketing

b) Concentrated
marketing

c) Differentiated
marketing

d) Contracted marketing

Answer: **c) Differentiated**

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182. _____ is a complex of tangible intangible and external attributes including functional and psychological utilities or benefits.

- a) Price
- b) Promotion
- c) physical distribution
- d) Product

Answer: d) Product

183. _____ means
a specific version of a
product that has a
separate designation in
the sellers list

a) Product line

b) Product item

c) Price

d) Physical distribution

Answer: **b) Product item**

184. Why new product fails ?

- a) Inadequate sales force
- b) Weakness in distribution
- c) Insufficient marketing effect
- d) All of these

Answer: **d) All of these**

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185. _____ is basically changing the image or perceives uses of the product

- a) Product life cycle
- b) Product innovation
- c) Repositioning
- d) Physical marketing

Answer: **b) Product innovation**

186. Putting the real product into a few selected markets is called

- a) Product testing
- b) Test marketing
- c) Best marketing
- d) Real marketing

Answer:

a) Product testing

187. Internal factor affecting the pricing decision is

- a) Objectives
- b) Demand
- c) Competition
- d) Channels

Answer:

a) Objectives

188. External factors affecting pricing decision is

- a) Distribution channels
- b) Competition
- c) Demand
- d) All of these

Answer:

d) All of these

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189. The objective of pricing is

- a) Return on investment
- b) Market share
- c) Meeting competition
- d) All of these

Answer:

d) All of these

190. Advertising

- a) Increases sales volume
- b) Helps easy introduction of products
- c) Creates an image
- d) All of these

Answer:

d) All of these

191. Which one is an unfair trade practice according to the Sachar committee?

- a) Misleading of gifts
- b) False representation
- c) Offering of gifts
- d) All of these

Answer:

d) All of these

192. The party involved in advertising is

- a) Advertiser
- b) Advertising agency
- c) Media owners
- d) All of these

Answer:

d) All of these

193. Advertisement
must have _____value.

- a) Action
- b) Conviction
- c) Suggestive
- d) All of these

Answer:

d) All of these

194. Consumer market consists of

- a) People
- b) Purchasing power
- c) Need for a specific product
- d) All of these

Answer:

d) All of these

195. Retailer's co-operatives are sometimes referred to as

- a) Co- operative retailing
- b) Voluntary chains
- c) Hire purchase
- d) All of these

Answer:

b) Voluntary chains

196. Mail- order retailing is also referred to as

- a) Non- store retailing
- b) Big store retailing
- c) Small store retailing
- d) None of these

Answer:

a) Non- store retailing

197. A business enterprise which sells primarily to ultimate consumers is

- a) Wholesaling
- b) Retailing
- c) Franchising
- d) All of these

Answer:

b) Retailing

198. Middlemen
include

- a) Brokers
- b) Agents
- c) Jobbers
- d) All of these

Answer:

d) All of these

199. The salesman whose area of operation is limited within the four walls of the shop is

- a) Outdoor salesman
- b) Indoor salesman
- c) Speciality salesman
- d) None of these

Answer:

b) Indoor salesman

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200. Creating new markets for an old product or a market for new products requires

- a) Competitive salesmanship
- b) Creative salesmanship
- c) Sportsmanship
- d) All of these

Answer:

b) Creative salesmanship

201.Traditional objective
marketing had been to

- a) Satisfy the need of the consumers
- b) Make the goods available at the places where they are wanted
- c) Sell more number of goods
- d) Construction of good marketing channel

Answer: **a) Satisfy the need of the consumers**

202. There was no medium of exchange in

a) Management orientation

b) Consumer orientation

c) Marketing orientation

d) Barter system

Answer:

d) Barter system

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203. “Market includes both place and region in which buyers and sellers are in free competition with one another.” This definition is given by

a)Clark and Clark

b)Mitchell

c)Chapman

d)Pyle

Answer:

d) Pyle

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204. Physical delivery of
takes place immediately
in

a) Spot market

b) Future market

c) Bullion market

d) Regulated market

Answer:

a) Spot market

205. The essence of marketing is

a) Exchange

b) Production

c) Selling

d) Financing

Answer:

a) Exchange

206. “Marketing is concerned with the people and the activities involved in the flow of goods and services from the producer to the consumer.”

This definition is given by

- a)Hansen
- b)Converse
- c)American Marketing Association
- d)Cundiff

Answer: **c) American Marketing Association**

207. Marketing

- a)Increases national income and employment opportunities
- b)Increases living standard of people
- c)Connects the producers and consumers
- d)All of these

Answer:

d) All of these

208. These are visible in final products.

a) Raw materials

b) Accessories

c) Component parts

d) Fabricated materials

Answer:

c) Component parts

209. Modern marketing begins with consumers and ends with

a) Profit

b) Sales

c) Consumers

d) Production

Answer:

c) Consumers

210. Terms of credit is a part of _____ mix.

a)Product

b)Price

c)Promotion

d)Distribution

Answer:

b) Price

211. The initial stage of marketing is

a) Production orientation

b) Marketing orientation

c) Consumer orientation

d) Barter system

Answer:

d) Barter system

212. This is stage of marketing where producers cared little about the customers.

- a) Management orientation
- b) Consumer orientation
- c) Marketing orientation
- d) Production orientation

Answer:

d) Production orientation

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213. “The term market refers not to a place, but to a commodity or commodities and buyers and sellers who are in direct competition with one another.”. This definition is given by

- a) Clark and Clark
- b) Pyle
- c) Chapman
- d) Mitchell

Answer:

c) Chapman

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214. These are organised
, controlled and regulated
by statutory measures.

a) Family market

b) National market

c) Regulated market

d) Perfect market

Answer:

c) Regulated market

215. The aim of marketing is

a) To make sale

b) To produce goods

c) To finance the concern

d) To understand the competitor

Answer: **a) To make sale**

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216. Marketing includes those business activities which are involved in the flow of goods and services from production to consumption.” This

definition is given by

- a) Hansen
- b) Converse
- c) Mitchell
- d) Kotler

Answer:

b) Converse

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217. This utility is created by marketing.

a)Time

b)Possession

c)Form and place

d)All of these

Answer:

d) All of these

218. Industrial goods are sold to

a) Consumers

b) Retailers

c) Wholesalers

d) Manufacturers

Answer:

c) Wholesalers

219. This approach deals with the problem of demand and supply.

a) Institutional approach

b) Societal approach

c) Legal approach

d) Economic approach

Answer:

d) Economic approach

220. This is developed to satisfy the anticipated needs of the identified market.

a)Product planning

b)Relationship marketing

c)Marketing mix

d)Product mix

Answer:

c) Marketing mix

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221. In primitive stage of marketing human beings were

- a) Food gatherers
- b) Hunters and nomads
- c) Civilized
- d) Both a) and b)

Answer:

d) Both a) and b)

222. Selling became

dominant factor in

a) Management orientation

b) Consumer orientation

c) Sales orientation

d) Barter system

Answer:

c) Sales orientation

223. “Market, for most commodities, may be thought of not as a geographical meeting place but as getting together of buyers and sellers in person , by mail, telephone, telegraph or any other means of communications.” This definition is given by

- a) Pyle
- b) Chapman
- c) Mitchell
- d) Clark and Clark

Answer:

c) Mitchell

224. Here money is
borrowed and lent.

a) Spot market

b) Future market

c) Money market

d) Capital market

Answer:

c) Money market

225. Marketing is a social and managerial process.

This is the view of

a) Stanton

b) Kotler

c) Pyle

d) Clark and Clark

Answer:

b) Kotler

226. “Marketing is an economic process by which goods and services are exchanged and their values determined in terms of money prices.” This definition is given by

- a) Hansen
- b) Converse
- c) Mitchell
- d) Duddy and Reizan

Answer:

d) Duddy and Reizan

227. These are basic functions of businesses.

a)Marketing and innovation

b)Management and planning

c)Production and controlling

d)Planning and controlling

Answer:

a) Marketing and innovation

228. Cars, refrigerator and high grade shoes are example of

- a) Shopping goods
- b) Speciality goods
- c) Convenience goods
- d) Industrial goods

Answer:

b) Speciality goods

229. This approach focuses on transfer of ownership.

a) Societal approach

b) System approach

c) Legal approach

d) Economic approach

Answer:

c) Legal approach

230. Public welfare is the key in

a) Relationship marketing

b) Social marketing

c) Remarketing

d) Demarketing

Answer:

b) Social marketing

231. The creation of modern marketing system was due to

- a) Consumer satisfaction
- b) Development of marketing department
- c) Industrial revolution
- d) Large scale production

Answer:

c) Industrial revolution

232. Competition became stiff in

a) Barter system

b) Sales orientation

c) Management orientation

d) Marketing orientation

Answer:

d) Marketing
orientation

233. “ A market is a centre about which or an area in which the forces leading to exchange of title to a particular product operate and towards which the actual goods tend to travel.”

This definition is given by

a)Pyle

b)Chapman

c)Mitchell

d)Clark and Clark

Answer: **d) Clark and Clark**

234. This is an essential condition of an imperfect market.

- a) Lack of communication
- b) Large number of buyers and sellers
- c) Perfect knowledge of market
- d) Price uniformity

Answer: **a) Lack of communication**

235. Marketing is a total system of interacting business activities. This is the view of

a) Chapman

b) Pyle

c) Stanton

d) Mitchell

Answer:

c) Stanton

236. “Marketing is the business process by which products are matched with market and through which transfers of ownership are effected.”

This definition is given by

a) Stanton

b) Cundiff

c) Still

d) Pyle

Answer:

b) Cundiff

237. This is the last process of marketing.

a) Merchandising

b) Selling

c) Controlling

d) Product planning

Answer:

b) Selling

238. These are
intangible.

a) Services

b) Raw materials

c) Accessories

d) Fabricated materials

Answer:

a) Services

239. Marketing, in modern times, means

a) Learning from customers

b) Listening to customers

c) Transforming the organisation around customers

d) All of these

Answer:

d) All of these

240. Services are part of
_____ mix.

a)Product

b)Price

c)Promotion

d)Distribution

Answer:

a) Product

241. Hand operations were replaced by

a) Machines

b) Joint stock companies

c) Partnership firms and sole trading concern

d) New inventions

Answer:

a) Machines

242. Consumers'

satisfaction witnessed in

a) Production orientation

b) Marketing orientation

c) Management orientation

d) Consumer orientation

Answer:

d) Consumer

orientation

243. Exchanges are confined within a family.

This is called

- a) Local market
- b) National market
- c) Family market
- d) Future market

Answer:

c) Family market

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244. The dealing and settlement takes place on different dates in

- a) Spot market
- b) Future market
- c) Regulated market
- d) National market

Answer:

b) Future market

245. The ultimate aim of micro marketing is

- a) Production of goods and services
- b) Establishment of marketing channel
- c) Ensuring smooth flow of goods and services
- d) Satisfaction of human needs and wants

Answer:

d) Satisfaction of human needs and wants

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246. Marketing is a
_____ term.

a) Short

b) Comprehensive

c) Narrow

d) Both a) and b)

Answer:

b) Comprehensive

247. Selling revolves around the needs and interests of the

a) Consumers

b) Sellers

c) Managers

d) All of these

Answer:

b) Sellers

248. This approach focuses on product

a) Functional approach

b) Management approach

c) Product approach

d) Service approach

Answer:

c) Product approach

249. This is mother of modern marketing.

a) Economics

b) Commerce

c) Accountancy

d) Statistics

Answer:

a) Economics

250. Personal selling is a part of _____ mix.

a) Price

b) Product

c) Promotion

d) Distribution

Answer:

c) Promotion

251. In pre industrial period, the difficulties of barter system were removed by common medium of exchange like

- a) Cows, sheep and pigs
- b) Slaves
- c) Shell
- d) All of these

Answer:

d) All of these

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252. Marketing function assumed a managerial role to coordinate all interacting business activities in

- a) Production orientation
- b) Marketing orientation
- c) Sales orientation
- d) Management orientation

Answer:

**d) Management
orientation**

253. Buyers and sellers
belong to local area in

a) National market

b) Local market

c) Spot market

d) Forward market

Answer:

b) Local market

254. This is an international market.

a) National market

b) Bullion market

c) Foreign exchange market

d) Perfect market

Answer:

c) Foreign exchange
market

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255. Marketing begins with

a)Product

b)Raw material

c)Consumer

d)Advertising

Answer:

c) Consumer

256. “Marketing is the total system of business activities designed to plan, price, promote and distribute want-satisfying goods and services to present and potential customers.” This definition is given by

- a) Kotler
- b) Stanton
- c) Pyle
- d) Cundiff

Answer:

b) Stanton

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257. Marketing revolves around the needs and interests of the

a) Sellers

b) Marketer

c) Buyers

d) Retailers

Answer:

c) Buyers

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258. This approach focuses on wholesalers, retailers, importers and exporters.

- a) Institutional approach
- b) Functional approach
- c) Commodity approach
- d) System approach

Answer:

a) Institutional approach

259. This creates a mutually beneficial relationship between the company and the customers.

- a) Relationship marketing
- b) Maintenance marketing
- c) Social marketing
- d) Demarketing

Answer:

a) Relationship marketing

260. Inventory control is
a part of _____ mix.

a) Price

b) Product

c) Promotion

d) Distribution

Answer:

d) Distribution

261. Home productions
were replaced by

- a)Marketing system
- b)Factory system
- c)Traditional marketing
- d)Both a) and c)

Answer:

b) Factory system

262. Goods were exchanged against goods in

- a) Production orientation
- b) Sales orientation
- c) Management orientation
- d) None of these

Answer:

d) None of these

263. Buyers and sellers of goods evolve on world level in

- a) National market
- b) International market
- c) Commodity market
- d) Bullion market

Answer:

b) International market

264. This is a free market.

a) Regulated market

b) Spot market

c) Unregulated market

d) World market

Answer:

c) Unregulated market

265. Creating, promoting and delivering goods and services to consumers and businesses is the task of

a)Marketing

b)Management

c)Production department

d) Personnel department

Answer:

a) Marketing

266. Marketing is the creation and delivery of standard of living. This is the view of

a) Kotler

b) Stanton

c) Pyle

d) Cundiff

Answer:

b) Stanton

267. Selling is a part of

a) Management

b) Marketing

c) Merchandising

d) Product planning

Answer:

b) Marketing

268. This approach focuses on functions of marketing.

a) Management approach

b) Functional approach

c) Institutional approach

d) Legal approach

Answer:

b) Functional approach

269. Marketing concept is influenced by

- a) Population growth
- b) Technological development
- c) Disposable income
- d) All of these

Answer:

d) All of these

270. The elements of four p's are

a) Interrelated

b) Complementary

c) Mutually supporting ingredients

d) All of these

Answer:

d) All of these

271. Appearance of
specialisation developed
the idea of

a) Selling

b) Marketing

c) Management

d) Division of labour

Answer:

b) Marketing

272. The selling activity became dominant factor in

a) Barter system

b) Consumer orientation

c) Production orientation

d) None of these

Answer:

d) None of these

273. One market deals in one commodity only. This is called

- a)Commodity market
- b)Produce exchange market
- c)Bullion market
- d)Spot market

Answer:

b) Produce exchange market

274. This market deals in durable goods.

a) Whole sale market

b) Long period market

c) Primary market

d) Secondary market

Answer:

b) Long period market

275. Services includes the work of

a) Airlines and car rental firms

b) Hotels

c) Bankers, lawyers and engineers

d) All of these

Answer:

d) All of these

276. Marketing can be termed as

a) Art

b) Science

c) Cocktail science

d) Doctrine

Answer:

c) Cocktail science

277. This is concerned with physical movement of goods.

a)Distribution

b)Selling

c)Product planning

d)Merchandising

Answer:

a) Distribution

278. This approach focuses on the role of decision making.

- a) Institutional approach
- b) Functional approach
- c) Management approach
- d) Legal approach

Answer:

c) Management approach

279. Marketing concept
is influenced by

- a) Changing social
behaviour
- b) Increased competition
- c) Surplus income
- d) All of these

Answer: **d) All of these**

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280. “The passive firm is doomed; the adaptive firm may survive and innovative firm should succeed.” This is the view of

- a) Stanton
- b) Kotler
- c) Peter Drucker
- d) Fayol

Answer:

b) Kotler

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281. In olden days, the surplus goods were exchanged in terms of

a) Commodities

b) Metal

c) Gold

d) Silver

Answer:

a) Commodities

282. Consumer

satisfaction witnessed in

a) Barter system

b) Marketing orientation

c) Sales orientation

d) None of these

Answer:

d) None of these

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283. This market deals with the purchase or sale of gold and silver

a) Produce exchange market

b) Bullion market

c) Manufactured goods market

d) Commodity market

Answer:

b) Bullion market

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284. The dealings take place between wholesalers or between wholesalers and retailers in

- a) Primary market
- b) Secondary market
- c) Terminal market
- d) Short period market

Answer:

b) Secondary market

285. Can events be marketed?

a) Yes

b) No

c) Can not say

d) Only few events can be marketed

Answer:

a) Yes

286. The purpose of business is to create customer. This is the view of

a) Kotler

b) Barker and Anshen

c) Peter F. Drucker

d) Stanton

Answer:

c) Peter F. Drucker

287. These are daily necessities of life.

a) Speciality goods

b) Shopping goods

c) Convenience goods

d) Services

Answer:

c) Convenience goods

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288. This approach focuses on interrelations and interconnections among the functions of marketing.

a) Legal approach

b) Management approach

c) System approach

d) Economic approach

Answer:

a) Legal approach

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289. This is very essential
for implementing
marketing concept.

a) Innovation

b) Management

c) Controlling

d) Motivation

Answer:

a) Innovation

290. Marketing process involves

a) Concentration

b) Dispersion

c) Equalisation

d) All of these

Answer:

d) All of these

291. In the stage of backward economy, human being were

- a) Self sufficient
- b) Reliant on others
- c) Hunters
- d) Both a) and c)

Answer:

a) Self sufficient

292. The marketing function assumed a managerial role to coordinate all interacting business activities in

- a) Sales orientation
- b) Production orientation
- c) Consumer orientation
- d) None of these

Answer:

d) None of these

293. This is an essential condition of perfect market.

- a) Goods can be moved from one place to another place without restrictions
- b) Prices are not uniform
- c) Lack of communication
- d) Products are similar but not identical

Answer: a) Goods can be moved from one place to another place without restrictions

294. When a farmer sells his produce to wholesalers or consumers, that is called as

- a) Terminal market
- b) Primary market
- c) Short period market
- d) Local market

Answer:

b) Primary market

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295. Can ideas be marketed?

a) Yes

b) No

c) Cannot say

d) Brilliant ideas can be marketed

Answer:

a) Yes

296. “ The end of all the marketing activities is the satisfaction of human wants.” This is the view of

a)Barker and Anshen

b)Hansen

c)Stanton

d)Cundiff

Answer:

a) Barker and Anshen

297. Goods like jewellery and furniture are called

a) Shopping goods

b) Convenience goods

c) Speciality goods

d) Component parts

Answer:

a) Shopping goods

298. This approach focuses on ecological factors.

a) Legal approach

b) Management approach

c) Societal approach

d) System approach

Answer:

c) Societal approach

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299. In _____ marketer is primarily acting in the interests of the target society.

- a) Demarketing
- b) Social marketing
- c) Remarketing
- d) Meta marketing

Answer:

b) Social marketing

300. Collection of products
is called

a) Concentration

b) Dispersion

c) Buying

d) Equalisation

Answer:

a) Concentration

301. Buyers are scattered.

So the following is essential.

a) Dispersion

b) Concentration

c) Equalisation

d) All of these

Answer:

a) Dispersion

302. Adjustments of supply to demand are effected with the help of

- a)Dispersion
- b)Equalisation
- c)Concentration
- d)None of these

Answer:

b) Equalisation

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303. Concentration, dispersion and equalisation functions are performed by

- a) Middlemen
- b) Consumers
- c) Institutions
- d) All of these

Answer:

a) Middlemen

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304. Merchant

middlemen sell goods to

a)Retailers

b)Wholesalers

c)Other middlemen

d)Consumers

Answer:

c) Other middlemen

305. Converse, Huegy and Mitchell classified the marketing functions from _____ point of view.

a) Legal

b) Economic

c) System

d) Social

Answer:

b) Economic

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306. This one time utility.

a) Storing

b) Financing

c) Assembling

d) Risk bearing

Answer:

a) Storing

307. This is necessary in case of concentration and dispersion.

a)Financing

b)Risk bearing

c)Storing

d)Standardisation

Answer:

c) Storing

308. This is complementary to each other.

a) Assembling and buying

b) Selling and buying

c) Financing and risk bearing

d) Transportation and buying

Answer:

b) Selling and buying

309. When the customers have relatively the same kind of preference in terms of their needs and wants, that is called

- a) Homogeneous preferences
- b) Diffused preferences
- c) Differential preferences
- d) Clustered preferences

Answer:

a) Homogeneous preferences

310. This is the division of products into classes.

a) Storing

b) Grading

c) Assembling

d) Targeting

Answer:

b) Grading

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311. This contains detailed descriptions of a particular product.

a) Brand label

b) Grade label

c) Descriptive label

d) Informative label

Answer:

c) Descriptive label

312. This helps the producers to retain, create, and expand the market for their products.

a)Market information

b)Market targeting

c)Market intelligence

d) Market quotient

Answer:

a) Market information

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313. This helps to analyse the market.

a)Market information system

b)Market research

c)Market targeting

d)Benefit marketing

Answer:

b) Market research

314. Major part of the market dislike the product. This stage is referred to as

- a)Stimulational marketing
- b)Meta marketing
- c)Conversional marketing
- d)Demarkeing

Answer:

**c) Conversional
marketing**

315. Unwholesome products in the markets are discouraged. Such a situation is known as

a) Demarketing

b) Remarketing

c) Unselling

d) Selling

Answer:

c) Unselling

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316. If Procter and Gamble reduces the price of its detergent Ariel in the Indian market to increase its sales among the existing and new consumers in the current market, that is called as

- a) Market penetration
- b) Market development
- c) Product development
- d) Both a) and c)

Answer:

a) Market penetration

317. Many organisation introducing their product in Indian markets are called as

- a)Market penetration
- b)Market development
- c)Product development
- d)Both b) and c)

Answer:

b) Market development

318. Gillette company has modified its razor and named it Victor for Indian consumers. This is called as

- a)Market penetration
- b)Market development
- c)Product development
- d)Both a) and b)

Answer:

c) Product development

319. Market segmentation is based on the belief that

- a) Consumers like the organisation
- b) Consumers dislike the organisation
- c) Consumers are not alike
- d) Consumers exhibit homogeneous characteristics

Answer:

c) Consumers are not alike

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321. The concept of market segmentation emerged in

a) 1967

b) 1956

c) 1977

d) 1989

Answer:

b) 1956

321. The concept of market segmentation was first introduced by

a) Kotler

b) Stanton

c) Smith

d) Pyle

Answer:

c) Smith

322. In undifferentiated marketing strategy , the number of market segment is

- a) 1
- b) Two
- c) 0
- d) Infinite

Answer:

c) 0

323. In Niche marketing strategy , the number of market segment is

- a) 1
- b) Two
- c) Three
- d) Five

Answer:

a) 1

324. In differentiated marketing strategy , the number of segment is

- a) One
- b) Two
- c) Two or more
- d) Three or more

Answer:

c) Two or more

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325. In focus marketing strategy , the number of market segment is

- a) One
- b) Two
- c) Three
- d) Four

Answer:

a) One

326. This is the oldest basis for market segmentation.

a) Geography

b) Demography

c) Benefits

d) Income

Answer:

a) Geography

327. People having tendency of impulsive purchase are very _____.

- a) Positive
- b) Negative
- c) Enthusiastic
- d) Hostile

Answer:

c) Enthusiastic

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328. The people having this attitude will never go for credit card.

a)Enthusiastic

b)Positive

c)Negative

d)Super ego

Answer:

c) Negative

329. Pepsi company follow this strategy.

- a) Mass marketing
- b) Product variety marketing
- c) Target marketing micro marketing
- d) Customised marketing

Answer:

a) Mass marketing

330. Beauty parlour follow this marketing strategy.

- a) Micro marketing
- b) Target marketing
- c) Customised marketing
- d) Local marketing

Answer:

c) Customised marketing

331. This is called 1:
1 personalisation or a
'segment of one'.

- a) Target marketing
- b) Hyper segmentation
- c) Customised
marketing
- d) Micro marketing

Answer:

b) Hyper segmentation

332. Product positioning and brand positioning usually mean the same thing.

a) True

b) False

c) Can not say

d) Different thing

Answer:

a) True

333. These goods have unique characteristics.

a) Convenience goods

b) Speciality goods

c) Shopping goods

d) Durable goods

Answer:

b) Speciality goods

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334. These are used as inputs.

a) Shopping goods

b) Speciality goods

c) Convenience goods

d) Industrial goods

Answer:

d) Industrial goods

335. Market share is increased by expanding sales of present products in existing markets. This is called

- a) Market penetration
- b) Market development
- c) Diversification
- d) Product development

Answer:

a) Market penetration

336. Increasing sales by introducing current products into new marketing is called as

- a)Market penetration
- b)Market development
- c)Product development
- d)Diversification

Answer:

b) Market development

337. Increasing sales by improving current products is called

- a)Market development
- b)Product development
- c)Market penetration
- d)Diversification

Answer:

**c) Product
development**

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338. This is a kind of demographic environment.

a) Sex

b) Location

c) Race

d) All of these

Answer:

d) All of these

339. Sales are peak at this stage.

a) Growth

b) Maturity

c) Saturation

d) Introduction

Answer:

c) Saturation

340. Profit is low in
_____ stage of PLC.

a) Introduction

b) Growth

c) Maturity

d) Saturation

Answer:

a) Introduction

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341. The product becomes out of date and fashion in _____ stage of PLC.

- a) Saturation
- b) Maturity
- c) Decline
- d) None of these

Answer:

d) Decline

342. This facilitates to uncover the product fault.

- a) Product development
- b) Test marketing
- c) Business analysis
- d) Concept testing

Answer:

b) Test marketing

343. This helps to find out the economic prospects of the new product.

- a) Test marketing
- b) Business analysis
- c) Concept testing
- d) Product diversification

Answer:

b) Business analysis

344. At this stage, consumers are called upon to offer comments on the product concept.

- a) Product development
- b) Concept testing
- c) Business analysis
- d) Test marketing

Answer:

b) Concept testing

345. At this stage, new product production starts.

- a) Concept testing
- b) Business analysis
- c) Test marketing
- d) Commercialisation

Answer:

d) Commercialisation

346. This is a comprehensive examination of a brand.

- a) Branch audit
- b) Brand audit
- c) Product audit
- d) Market audit

Answer:

b) Brand audit

347. These kind of buyers tell the sellers what they want in terms of the product , service and price.

a)Chisellers

b)Best deal

c)Loyal

d)Creative

Answer:

d) Creative

348. These people demand extra discounts.

a) Best deal buyers

b) Creative buyers

c) Chisellers

d) Nuts and bolt buyers

Answer:

c) Chisellers

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349. Packaged Commodities

Act was passed in

a) 1975

b) 1978

c) 1955

d) 1963

Answer:

a) 1975

350. The concept
product position was
introduced by

a) Al Ries

b) Jack Trout

c) Kotler

d) Both a) and b)

Answer:

a) Both a) and b)

351. These advertisements are brought to promote retail outlets and dealer points.

- a) Local advertising
- b) National advertising
- c) Social advertising
- d) Retail advertising

Answer:

d) Retail advertising

352. This is brought for social cause.

a) National advertising

b) Social advertising

c) Brand advertising

d) Interactive advertising

Answer:

b) Social advertising

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353. This advertisement is delivered to individual consumers who have access to the World Wide Web.

- a) Electronic advertising
- b) Interactive advertising
- c) Directory advertising
- d) In film advertising

Answer:

b) Interactive advertising

354. These people are very difficult to understand.

- a) Silent prospect
- b) Talkative prospect
- c) Nervous prospect
- d) Impatient prospect

Answer:

a) Silent prospect

355. These are undecided customers.

a) Hesitant prospect

b) Rude prospect

c) Shopper prospect

d) Silent prospect

Answer:

a) Hesitant prospect

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356. Customers who are impulsive and take quick decisions are called

- a) Impatient prospect
- b) Friendly prospect
- c) Shopper prospect
- d) Disbelieving prospect

Answer:

a) Impatient prospect

357. These people call on distributors.

a) Sales promotion salesman

b) Missionary salesman

c) Dealer servicing salesman

d) Technical salesman

Answer:

a) Sales promotion salesman

358. These are straight forward, simple and semi urban character.

a)Urban prospect

b)Rural prospect

c)Handicapped prospect

d)Young prospect

Answer:

b) Rural prospect

359. Agent middlemen are mostly engaged in

- a) Wholesale dealing
- b) Retailing
- c) Selling goods to customers
- d) Both b) and c)

Answer:

a) Wholesale dealing

360. The following person is an independent middleman.

- a) Manufacturer's agent
- b) Selling agent
- c) Commission agent
- d) Broker

Answer:

a) Manufacturer's agent

361. These people perform selling and delivery function.

a) Cash and carry wholesalers

b) Truck wholesalers

c) Dropshipment wholesalers

d) Rack jobber

Answer:

b) Truck wholesalers

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362. These people carry only a part of a merchandise line.

- a) General line wholesalers
- b) General merchandise wholesalers
- c) Speciality wholesalers
- d) Rack jobber

Answer:

c) Speciality wholesalers

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363. The merchandising arm of manufacturers are

a) Customers

b) Retailers

c) Middlemen

d) Agent

Answer:

b) Retailers

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364. Who set up the first mail order company in 1861?

- a) Pryce jones
- b) James watt
- c) Newtown
- d) Johnson

Answer:

a) Pryce jones

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365. India's first
supermarket

a) Super bazar

b) Continental bazar

c) Connaught bazar

d) Delhi bazar

Answer:

a) Super bazar

366. “A market is the set of actual and potential buyers of product.” Who gave this definition for market?

- a) Pyle
- b) Kotler
- c) Stanton
- d) Lorenzo

Answer:

b) Kotler

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367. This focuses on pushing sales.

a) Demarketing

b) Meta marketing

c) Over marketing

d) Remarketing

Answer:

c) Over marketing

368. This aims at creating new uses of an existing product.

a) Social marketing

b) Meta marketing

c) Remarketing

d) Over marketing

Answer:

c) Remarketing

369. There can be only one price for a commodity at a given time.

- a) Perfect market
- b) Imperfect market
- c) Economic market
- d) International market

Answer:

a) Perfect market

370. This is a concentration function.

a) Selling

b) Transporting

c) Storing

d) Buying and assembling

Answer:

d) Buying and assembling

371. This is a component of macro environment.

a) Supplier

b) Competitor

c) Market intermediary

d) Government agency

Answer:

d) Government agency

372. _____coined the term psychographics.

a)Emanuel Demby

b)Stanton

c)Mitchell

d)Pyle

Answer:

a) Emanuel Demby

373. When the customers do not have the same intensity of preferences for the attributes they are called

- a) Homogenous preferences
- b) Diffused preferences
- c) Clustered preferences
- d) Differential preferences

Answer:

b) Diffused preferences

374. When a buyer patronises a particular shop owing to some logical reasons, the motives behind this actions are known as

- a) Emotional patronage motives
- b) Rational buying motives
- c) Emotional product motives
- d) Product motives

Answer:

b) Rational buying motives

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375. No much logical reasoning is required for a buyer to buy from a specific shop. This is called

- a) Emotional patronage motive
- b) Rational patronage motive
- c) Product motives rational product motives
- d) Shopper motive

Answer:

a) Emotional patronage motive

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376. These are the people who younger, better educated and belong to higher income group.

- a) Early majority
- b) Early adopters
- c) Innovators
- d) Laggards

Answer:

c) Innovators

378. These people can be called as cautious crowd.

- a) Early majority
- b) Late majority
- c) Laggards
- d) Early adopters

Answer:

b) Late majority

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378. This is the marketing input for decision making.

a) Informal sources

b) Channels

c) Family

d) Social class

Answer:

b) Channels

379. The most venturesome buyers are called

- a) Laggards
- b) Early adopters
- c) Early majority
- d) Innovators

Answer:

d) Innovators

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380. The third component of marketing mix is

a)Product

b)Price

c)Place

d)Promotion

Answer:

c) Place

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381. “Everything the purchaser gets in exchange for his money.”

The definition relating product is given by

a)Pyle

b)C.P Stephenson

c)Murray

d)Cundiff and Still

Answer:

c) Murray

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382. Impulse goods are called

a) Convenience goods

b) Shopping goods

c) Speciality goods

d) Emergency goods

Answer:

a) Convenience
goods

383. Emergency goods are part of

a) Convenience goods

b) Shopping goods

c) Speciality goods

d) Staples

Answer:

a) Convenience goods

384. A company's

product mix have

a)Length

b)Width

c)Consistency and depth

d) All of these

Answer:

d) All of these

385. A product plus extra benefits added by seller is

- a) Symbolic product
- b) Augmented product
- c) Core product
- d) Expected product

Answer:

b) Augmented product

386. The product which includes all the possible transformation the product might undergo in future.

- a) Consumer goods
- b) Speciality goods
- c) Shopping goods
- d) Potential goods

Answer:

d) Potential goods

387. The degree to which the innovation matches the values and experiences of the individual is

- a) Compatibility
- b) Communicability
- c) Divisibility
- d) Maturity

Answer:

a) Compatibility

388. Creating product awareness is necessary in this stage.

- a) Decline
- b) Maturity
- c) Introduction
- d) Growth

Answer:

c) Introduction

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389. This is the right granted to an inventor.

a) Patents

b) Trademark

c) Brand mark

d) All of these

Answer:

a) Patents

390. Britinia company produces biscuit 'good day' with various flavour like pista, badam, butter, orange. This is example of

- a) Line extension
- b) Brand extension
- c) Multi brand
- d) Co-brand

Answer:

a) Line extension

391. “band aid” is a

a) Coined name

b) Arbitrary name

c) Suggestive name

d) Descriptive name

Answer:

c) Suggestive name

392. Which is not a promotional pricing?

- a) Freight absorption pricing
- b) Special point pricing
- c) Cash rebates
- d) Low interest financing

Answer:

a) Freight absorption pricing

393. Hyper market
originate in

a) England

b) France

c) Japan

d) Korea

Answer:

b) France

394. Departmental stores
are

- a) Semi-service stores
- b) Full service stores
- c) Self service stores
- d) Better service stores

Answer:

b) Full service stores

395. The AIDA formula has relevance with

a)Product mix

b)Price mix

c)Promotion mix

d) Place mix

Answer:

b) Promotion mix

396. The budget amount allocated by the competitors forms the basis for allocation advertisement expenditure for the firm. This approach is referred to as

- a) We too approach
- b) Costly approach
- c) Beneficial approach
- d) Custom approach

Answer:

a) We too approach

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397. This is outdoor advertising

a)Packaging insert

b)Handbills

c)Window display

d)Film

Answer:

b) Handbills

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- ❖ More than 25 years of teaching experience
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398. A salesman
should have
imagination. This is
_____ quality.

a) Physical

b) Mental

c) Social

d) Moral

Answer:

b) Mental

399. Sincerity of a salesman is referred to as _____ quality.

a)Physical

b)Mental

c)Moral

d)Social

Answer:

c) Moral

400. WAN stands for

a) Wide Area Network

b) World Area Network

c) Width Area Network

d) Wide Ariel Network

Answer:

a) Wide Area Network

401. Deployment of enterprise resources to capitalise on technologies for reaching specific objectives is

- a) Business model
- b) Performance metrics
- c) E- business strategy
- d) Internet strategy

Answer: **c) E- business strategy**

402. _____ is a person who is identified by the marketer as potentially willing and able to engage in exchange of values.

a) Customers

b) Consumers

c) Prospect

d) Marketers

Answer: **c) Prospect**

403. This approach is a narrow one.

a)Product approach

b)Institutional approach

c)Functional approach

d)Legal approach

Answer:

d) Legal approach

404. “Have what you can get rid of with responsibility.” This

concept of marketing applies to

a) Production oriented stage

b) Sales oriented stage

c) Market oriented stage

d) Consumer-oriented stage

Answer: **d) Consumer-oriented stage**

405. This is the present stage of the evolution of the marketing concept.

- a) Exchange oriented stage
- b) Consumer oriented stage
- c) Management oriented stage
- d) Sales oriented stage

Answer: **b) Management oriented stage**

406. The main element of societal marketing is

- a) Consumer satisfaction
- b) Social orientation
- c) Social impact
- d) All of these

Answer: **d) All of these**

407. This is concerned with managing of excess demand.

- a) Demarketing
- b) Remarketing
- c) Overmarketing
- d) Macro marketing

Answer:

a) Demarketing

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408. This creates new uses or users for an existing product.

a) Remarketing

b) Demarketing

c) Overmarketing

d) Meta marketing

Answer: **a) Remarketing**

409. This neglects
quality control,
production efficiency.

- a) Remarketing
- b) Overmarketing
- c) Demarketing
- d) Macro marketing

Answer:

b) Overmarketing

410. The actual consumer or user of the product is called

a) User

b) Buyer

c) Decider

d) Initiator

Answer: **a) User**

411. The second stage in consumer buying decision process is

- a) Problem recognition
- b) Information search
- c) Evaluation of alternatives
- d) Purchase

Answer: **b) Information search**

412. This refers the size of the segmented markets.

- a) Measurability
- b) Accessibility
- c) Representability
- d) Substantiality

Answer: **d) Substantiality**

413. This mix
creates value.

a) Product

b) Price

c) Place

d) Promotion

Answer: **b) Price**

414. These give high satisfaction.

a)Pleasing products

b)Deficient products

c)Desirable products

d) Salutory products

Answer: **a) Pleasing products**

415. These products have no immediate appeal to public.

a)Pleasing products

b)Desirable products

c)Salutary products

d) Deficient products

Answer: **c) Salutary products**

416. This mix is referred to as capturing value.

a) Product

b) Price

c) Place

d) Promotion

Answer: **b) Price**

417. Cost oriented pricing is known as

a) Target pricing

b) Competition based pricing

c) Skimming pricing

d) Penetrating pricing

Answer: **a) Target pricing**

418. This mix is referred to as delivering value.

a)Product

b)Price

c)Distribution

d)Place

Answer: **c) Distribution**

419. Who qualified
cannel of distribution
as dark continent?

a)Pyle

b)Kotler

c)Peter F. Drucker

d)Stanton

Answer: c) Peter F.
Drucker

420. This is non-store retailing

a) Direct selling

b) Direct marketing

c) Telemarketing

d) All of these

Answer: **d) All of these**

421. This is a type of direct selling.

a) One-to selling

b) One-to-many selling

c) Multilevel marketing

d) All of these

Answer: **d) All of these**

422. This is used for selling credit cards.

a) Direct selling

b) Telemarketing

c) Direct marketing

d) Meta marketing

Answer:

b) Telemarketing

423. This is called selling by post.

a) Mail order retailing

b) Main order retailing

c) Chain stores

d) Departmental stores

Answer: a) Mail order retailing

424. This is conducted while the consumer is being exposed to the advertising.

- a) Eye movement analysis
- b) Recall test
- c) Concurrent test
- d) Recognition test

Answer:

c) Concurrent test

425. This is generation of news about a person, product, service.

a) Advertisement

b) Personnel selling

c) Publicity

d) Public relations

Answer: **c) Publicity**

426. The book 'Silent Spring' was written by

- a) Rachel Carson
- b) Cundiff and Still
- c) Peter Drucker
- d) Ralph Nadar

Answer: **a) Rachel Carson**

427. This is the development , pricing , promotion and distribution of products that do not harm the environment.

- a) Green revolution
- b) Green marketing
- c) White marketing
- d) Environmental marketing

Answer: **b) Green marketing**

428. This is the values and standards of conduct followed by marketers.

- a) Business ethics
- b) Marketing ethics
- c) Social ethics
- d) Real ethics

Answer: **b) Marketing ethics**

429. Who is regarded as father of modern marketing?

a) Peter Drucker

b) Philip Kotler

c) Stanton

d) Pyle

Answer: **b) Philip Kotler**

430. The idea of “4 Ps”
was created by

a) Pyle

b) McCarthy

c) Davar

d) Cundiff

Answer: **b) McCarthy**

432. The heart of marketing is

a)Concentration

b)Equalisation

c)Dispersion

d)All of these

Answer: **d) All of these**

432. Consumer protection is ensured by

- a) Consumer organisation
- b) Business
- c) Government
- d) All of these

Answer: **d) All of these**

433. In economics who are the kings?

a) Consumers

b) Producers

c) Marketers

d) Governments

Answer: a) Consumers

434. These products are less costly.

a)Pleasing products

b)Desirable products

c)Salutary products

d) Industrial goods

Answer: a) Pleasing products

435. In the adoption process, laggards consists of _____.

a) 2.5%

b) 13.5%

c) 34%

d) 16%

Answer: **d) 16%**

436. Personal selling

- a) Is directed at the individual
- b) Is two way traffic of communication
- c) Has push effect
- d) All of these

Answer: **d) All of these**

437. This is not one the 5 Ms of advertising.

a)Mission

b)Media

c)Methods

d)Measurement

Answer: **c) Methods**

438. Who among the following is itinerant retailer?

a) Hawker

b) Street vendor

c) Pedlar

d) All of these

Answer: **d) All of these**

439. One can buy A to Z here.

a)Hypermarket

b)Discount houses

c)Retail showrooms

d) Departmental store

Answer: a)
Hypermarket

440. Which one can eliminate middlemen?

a)Hypermarket

b)Discount stores

c)Departmental store

d)Multiple shop

Answer: **d) Multiple shop**

441. “A motive is an inner urge that moves or prompt a person to action.” Who said?

a) R.S. Davar

b) Kelly

c) More

d) Drucker

Answer: **a) R.S. Davar**

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