

MARKETING MCQ's

1. When product performance is more than customer expectations, it results in_____
 - a. Customer retention
 - b. Customer delight
 - c. Customer satisfaction
 - d. Customer dissatisfaction

2. _____is an important element of sociographic segmentation.
 - a. Culture
 - b. Age
 - c. Usage Rate
 - d. Gender

3. _____ is an important element of behavioural segmentation.
 - a. Buying Motives
 - b. Gender
 - c. Region
 - d. Culture

4. _____is an important element demographic segmentation.
 - a. Age
 - b. Life Style
 - c. Locality
 - d. Culture

5. _____marketing refers to marketing to small segment of the market.
 - a. Special
 - b. Niche
 - c. Small
 - d. Special

6. In _____segmentation, consumers are classified on the basis of lifestyle and personality traits.
 - a. Sociographic
 - b. Psychographic
 - c. Demographic
 - d. Geographic

7. _____data is the first-hand information collected for research.
 - a. Basic
 - b. Primary
 - c. Secondary
 - d. Outdated

8. _____data refers to the data which is readily available.
 - a. Basic
 - b. Secondary
 - c. Primary
 - d. Outdated

9. _____involves gathering, recording, analysing, data about specific marketing problems.
 - a. Market development
 - b. Marketing research

- c. Marketing information system
 - d. Research and Development
10. _____ concept of marketing assumes that customers will prefer those products which are aggressively promoted.
- a. Branding
 - b. Selling
 - c. Marketing
 - d. Societal
11. _____ concept of marketing starts with identifying customer wants and ends up with the satisfaction of those wants
- a. Selling
 - b. Marketing
 - c. Product
 - d. Production
12. _____ concept of marketing aims at a balance between society's welfare, customer satisfaction and company's profits.
- a. Niche
 - b. Societal
 - c. Selling
 - d. Production
13. _____ concept of marketing assumes that customers will prefer those products that are widely available and are low in cost.
- a. Branding
 - b. Production
 - c. Product
 - d. Selling
14. _____ strategy refers to introduction of new products in the markets.
- a. Brand Development
 - b. Product Development
 - c. Market Development
 - d. Market Penetration
15. _____ is the outcome of large-scale production and distribution of goods
- a. Marketing information system
 - b. Economies of scale
 - c. Marketing research
 - d. Marketing intelligence system
16. _____ is the incremental value of a brand over and above its physical assets.
- a. Brand building
 - b. Brand equity
 - c. Brand image
 - d. Brand loyalty
17. _____ research enables the marketer to identify the preferences customers.
- a. Brand
 - b. Consumer
 - c. Dealer
 - d. Market

18. _____marketing differentiates a firm from its competitors.
- Niche
 - Strategic
 - Relationship
 - Integrated
19. Observation is an important method of data _____
- Coordination
 - Collection
 - Analysis
 - interpretation
20. _____ refers to subdividing a larger market into smaller markets
- Market analysis
 - Market segmentation
 - Niche Marketing
 - Marketing research
21. Market segmentation is the _____ activity of a marketer.
- Strategic
 - Primary
 - Secondary
 - Tertiary
22. Marketing decision support system is an important component of _____
- Marketing intelligence system
 - Marketing information system
 - Marketing research
 - Brand research
23. The basis of marketing operations is the coordination of four key variables, namely: product, price, place and _____
- Promotion
 - Positioning
 - Publicity
 - Publicity
24. _____refers to set of products which are offered for sale by a firm
- Product mix
 - Product design
 - Product selling
 - Product marketing
25. Market research is a _____ process
- Specific one-time process
 - Continuous process
 - Prerequisite process
 - Successive process
26. _____refers to a group of related products that share common characteristics, and channels of distribution.
- Product line
 - Product mix
 - Product Range
 - Product selling

27. An introductory stage of product life cycle, advertising is undertaken to _____
- increase profits
 - sell the product
 - create awareness
 - increase sales
28. _____ is a process of extending an existing brand name to other brands
- Brand image
 - Brand quality
 - Brand extension
 - Brand equity
29. _____ is the incremental value of a business above the value of its physical assets due to the market position achieved by its brand
- Brand image
 - Brand quality
 - Brand extension
 - Brand equity
30. _____ gives a distinctive identity to the brand
- Brand positioning
 - Brand Loyalty
 - Brand equity
 - Brand image
31. In _____ pricing strategy, large firms charge low prices to kill competition in the market
- Predatory
 - Penetration
 - Trail
 - Competitive
32. At the decline stage of product life cycle, a business firm may resort to _____
- Creating awareness
 - Marketing
 - Price cuts
 - Aggressive advertising
33. _____ is the perception of the brand in the minds of customers
- Brand image
 - Brand equity
 - Brand Loyalty
 - Brand extension
34. _____ refers to the speed at which marketing decisions and actions are taken
- Competition
 - Process
 - Pace
 - Productivity
35. At the introductory stage of PLC, a business firm resorts to creating _____
- Brand image
 - Brand awareness
 - Brand value

- d. Brand history
36. _____ refers to protective covering of the product used in safety handling goods
- a. Pricing
 - b. Packaging
 - c. Positioning
 - d. Branding
37. The variables in marketing mix are _____ of each other
- a. Independent
 - b. Dependent
 - c. Static
 - d. dynamic
38. All products of a particular company can have _____ marketing mix.
- a. Same
 - b. Different
 - c. Equal
 - d. Unequal
39. Cost is the _____ factor of a company that affects the pricing decisions.
- a. External
 - b. Main
 - c. Internal
 - d. Process
40. Development stage of PLC involves which of the following?
- a. Withdrawal of product
 - b. Stagnant sales
 - c. Survival of the product
 - d. Research and development
41. Growth stage of PLC involves which of the following?
- a. Withdrawal of product
 - b. Rise in profits
 - c. Stagnant sales
 - d. Research and development
42. Maturity stage of PLC involves which of the following?
- a. Withdrawal of product
 - b. Rise in profits
 - c. Stagnant sales
 - d. Research and development
43. Skimming pricing means _____
- a. High profits
 - b. Sensing the demand
 - c. Same price in all markets
 - d. Inducing trial of the product
44. Probe pricing means _____
- a. High profits
 - b. Sensing the demand
 - c. Same price in all markets
 - d. Inducing trial of the product

45. Standard pricing means _____
- High profits
 - Sensing the demand
 - Same price in all markets
 - Inducing trial of the product
46. Trial pricing means _____
- High profits
 - Sensing the demand
 - Same price in all markets
 - Inducing trial of the product
47. The product concept involves _____
- Good quality of products
 - Goods at low price
 - Green goods
 - Relationship with stake holders
48. Customer's needs and wants are the points of concern in _____
- Selling concept
 - Marketing concept
 - Psychological concept
 - Sociographic concept
49. Geographic segmentation is based on _____
- Region
 - Gender
 - Culture
 - Usage rate
50. Demographic segmentation is based on _____
- Region
 - Gender
 - Culture
 - Usage rate
51. Sociographic segmentation is based on _____
- Region
 - Gender
 - Culture
 - Usage rate
52. Behavioural segmentation is based on _____
- Region
 - Gender
 - Culture
 - Usage rate
53. Niche marketing caters to _____
- Large segment
 - Big segment
 - Small segment
 - Satisfaction surveys
54. _____ helps us to solve specific problems

- a. MIS
 - b. Niche marketing
 - c. Marketing research
 - d. CRM
55. Marketing research helps us to solve _____
- a. Solve specific problems
 - b. Group the market
 - c. Divide the market
 - d. Equalize the market
56. CRM stands for _____
- a. Customer relationship management
 - b. Cluster relationship management
 - c. Class relationship management
 - d. Common relationship management
57. Marketers need to know customer's _____ of the product.
- a. Perception
 - b. Need
 - c. Requirement
 - d. All of the above
58. Same price in all markets is referred to as _____
- a. Skimming pricing
 - b. Introductory pricing
 - c. Standard pricing
 - d. None of the above
59. Internet marketing is marketing of goods through _____
- a. Phone
 - b. Internet
 - c. Pamphlet
 - d. Hoardings
60. Which of the following is not a pattern of target market selection?
- a. Single segment concentration
 - b. Full market coverage
 - c. Market specialization
 - d. None of these
61. Which of the following is not a part of CRM?
- a. One-to-one marketing
 - b. Loyalty programmes
 - c. Priority customer programmes
 - d. Cost programmes
62. Satisfaction surveys are taken as a part of _____
- a. CRM
 - b. After sales service
 - c. Data warehousing and data mining
 - d. Suggestion schemes
63. Which of the following is not a base of segmentation?
- a. Geographic
 - b. Physiographic

- c. Psychographic
- d. Behavioural

64. Market segmentation helps you to _____ the markets

- a. Divide
- b. Unite
- c. Equalize
- d. Select

65. _____ is concerned with managing detailed information about individual customers and all customer touch points to maximize customer loyalty

- a. Customer relationship management
- b. Customer Survey
- c. Customer care
- d. Customer service centres

66. Which of the following is not a part of MIS?

- a. Marketing decision support system
- b. Marketing research
- c. Internal records
- d. None of the above

67. Which of the following is not a part of full market coverage?

- a. Undifferentiated marketing
- b. Differentiated marketing
- c. None of the above
- d. Both the above

68. Which of the following is a justification for differential pricing?

- a. Attitude of buyers
- b. Differences in expenses
- c. Differences in demand
- d. All the above

69. Is pricing strategy different from pricing method?

- a. Yes
- b. No
- c. Could be
- d. Cannot say

70. Which of the following is not an external factor affecting pricing?

- a. Competition
- b. Corporate image
- c. Economic conditions
- d. Demand

71. Which of the following is not an internal factor affecting pricing?

- a. Costs
- b. Objectives of the firm
- c. Product
- d. Channels

72. Which of the following is an internal factor affecting pricing?

- a. Product line
- b. Government Control
- c. Taxes and Levies

d. Pricing

73. Which of the following is an external factor affecting pricing?

- a. Demand
- b. Brand Image
- c. Credit Policy
- d. Promotional expenses

74. The first step towards pricing a product is _____

- a. Develop pricing objective
- b. Develop pricing scheme
- c. Develop the product
- d. Decide a random amount

75. Which of the following is not an objective of pricing?

- a. Survival
- b. Profit objectives
- c. Image differentiation
- d. Developing the product

76. _____ is a process of creating a distinct identity of a service in a competitive world

- a. Service positioning
- b. Service alert
- c. Service marketing
- d. Service branding

77. Which among the following is not an advantage of service positioning?

- a. Create brand image
- b. Competitive advantage
- c. Customer Loyalty
- d. All the above

78. Which among the following is not an advantage of service positioning?

- a. Targeting customers
- b. Commands a premium
- c. Decide a price
- d. Creates demand

79. According to Philip Kotler, the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market is called _____

- a. Positioning
- b. Marketing
- c. Selling
- d. Serving

80. Brand positioning is an effort aimed at creating and maintaining in the mind of target customers the intended image for the brand, _____ other brands

- a. Equal to
- b. More than
- c. Less than
- d. Relative to

81. Suitability, Convenience, dependability, ease in identification, re-use value etc. are essentials of a good _____

- a. Package
- b. Brand

- c. Service
- d. Product

82. Which of the following is not an essential parameter of a good package?

- a. Dependable
- b. Supplementary packaging
- c. Handiness
- d. None of the above

83. _____ refers to the protective covering used for transportation of goods.

- a. Packing
- b. Packaging
- c. Covering
- d. Safety hiding

84. _____ refers to the containers in which products reach to the ultimate consumer

- a. Packing
- b. Packaging
- c. Covering
- d. Safety hiding

85. Brand equity gives value to the customers by _____

- a. Leveraging trade
- b. Having brand loyalty
- c. Giving a competitive advantage
- d. Enhancing the confidence in buying decision

86. Brand equity gives value to the firm by _____

- a. Helping customers to interpret, process and store information about products and brands
- b. Enhancing customer satisfaction
- c. Leveraging trade
- d. None of the above

87. Value of a brand is called brand _____

- a. Equity
- b. Cost
- c. Price
- d. Loyalty

88. Which among the following are factors that does not influence brand equity?

- a. Brand Loyalty
- b. Quality of brand
- c. Associations
- d. Positioning

89. The _____ value of a business above the value of its physical assets due to market position achieved by its brand and the extension potential of the brand

- a. Incremental
- b. Decremental
- c. High
- d. Low

90. _____ refers to the extra incentives received to stock and promote the products.

- a. Merchandising

- b. Salesmanship
- c. Sales Promotion
- d.

91. The word ethics is derived from word _____

- a. Ethos
- b. Pathos
- c. Logos
- d. Ethicos

92. _____ is not a part of branding.

- a. Brand personality
- b. Brand Functions
- c. Brand Image
- d. Brand positioning

93. Ethics is a branch of _____

- a. Philosophy
- b. Psychology
- c. Sociology
- d. Biology

94. Product modification is done in which of the following stages?

- a. Introduction stage
- b. Growth stage
- c. Maturity stage
- d. Decline stage

95. Withdrawal of weaker brands in product strategy is done at _____ stage

- a. Introduction stage
- b. Growth stage
- c. Maturity stage
- d. Decline stage

96. Focusing on profitable segments in distribution strategy is done at _____

- a. Introduction stage
- b. Growth stage
- c. Maturity stage
- d. Decline stage

97. Penetration strategy, push and pull strategy are price strategies in _____

- a. Introduction stage
- b. Growth stage
- c. Maturity stage
- d. Decline stage

98. Rapid skimming and slow skimming are price strategies in _____

- a. Introduction stage
- b. Growth stage
- c. Maturity stage
- d. Decline stage

99. Concentrated and mass distribution strategies are distribution strategies in _____

- a. Introduction stage
- b. Growth stage

- c. Maturity stage
- d. Decline stage

100. New market segments, increase in distribution coverage and new distribution channels are distribution strategies in _____

- a. Introduction stage
- b. Growth stage
- c. Maturity stage
- d. Decline stage

101. Which among the following is not a stage in PLC.

- a. Introduction
- b. Growth
- c. Maturity
- d. Sustenance

102. Which among the following is not a product decision area?

- a. Product design
- b. Product mix
- c. Product Promotion
- d. Product Guarantee

103. Which among the following is not a product decision area?

- a. Product Pricing
- b. Product warranty
- c. Branding Decisions
- d. None of the above

104. Which of the following is an additional element of marketing mix?

- a. People
- b. Physical evidence
- c. Process
- d. All of the above

105. Which of the following is not a part of the 4 p's of marketing?

- a. Product
- b. Place
- c. Promotion
- d. Pace

106. Advertising _____ require creativity to design effective advertisements

- a. Does
- b. Does not
- c. Must
- d. Will

107. _____ refers to the extra incentives that the channel intermediaries get to stock and promote the products.

- a. Push commission
- b. Pull incentives
- c. Extra Credit Period
- d. Extra credit

108. The main objective of advertising is to _____

- a. create awareness

- b. increase sales
- c. increase profits
- d. Increase cost

109. _____ involves preparing and placing attractive display of a new product.

- a. Merchandising
- b. Salesmanship
- c. Sales Promotion
- d. Sales service

110. _____ System takes place when two or more stages of a distribution channel are combined and managed by one firm.

- a. Vertical Marketing
- b. Horizontal Marketing
- c. Third Party Logistics
- d. Dual Marketing

111. _____ is a form of consumer-oriented promotion techniques.

- a. Exchange offers
- b. Trade discount
- c. Dealer conferences
- d. Loyalty programs

112. _____ facilitates detailed information to the prospective customers.

- a. Trade fairs
- b. Advertising
- c. sponsorships
- d. Marketing

113. _____ helps in protecting the goods from damage during transportation.

- a. Packaging
- b. Tracking
- c. Packing
- d. Insurance

114. _____ is an unpaid form of promotion-mix.

- a. Publicity
- b. Advertising
- c. Salesmanship
- d. Loyalty programs

115. _____ channel is also called as 'zero-level marketing channel'.

- a. Direct
- b. Indirect
- c. Multi-level
- d. Dual

116. _____ marketing system is an arrangement whereby two or firms at the same level join together for marketing purposes capitalize on a new opportunity.

- a. Horizontal
- b. Vertical
- c. Multi-Level
- d. High-level

117. The word ethics is derived from a _____ word
- Greek
 - French
 - Latin
 - German
118. Harmful products like cigarettes are promoted through _____ ads
- Surrogate
 - Advocacy
 - Social
 - Friendly
119. Group of products sharing the same channels of distribution is called _____
- Product mix
 - Product design
 - Product selling
 - Product verticals
120. _____ pricing helps to wipe out competition from the market
- Differential
 - Predatory
 - Premium
 - Favourable
121. _____ is a consumer organization in India
- CGSI
 - AAAI
 - AAI
 - ASI
122. _____ organization assists the consumers in legal matters.
- Consumer
 - Social
 - Political
 - Economical
123. _____ brand is marketed by Mondelez International
- Cadbury Dairy Milk
 - Mercedes
 - McDonalds
 - Subway
124. _____ defence strategy involves launching of an offence against the competitor before the later starts an offence
- Pre-emptive
 - Flanking
 - Position
 - Post-emptive
125. _____ attack is a combination of frontal and flank attack.
- Encirclement
 - Flank
 - Frontal
 - Both a and b

126. Cloner strategy is followed by market _____
- Follower
 - Leader
 - Challenger
 - Survivor
127. Marketing concept starts with _____ customer wants and ends up with the _____ of those wants
- Identifying, satisfaction
 - Identifying, encouraging
 - Identifying, delivering
 - Identifying, preparing
128. The basis of marketing mix is the coordination of four key variables, _____, price, place and promotion
- Product
 - Positioning
 - Pace
 - Publicity
129. Product mix refers to set of products which are _____ by a firm
- Produced
 - Designed
 - Sold
 - Offered on sale
130. Product line refers to a group of related products that share _____ characteristics, and channels of distribution.
- Different
 - Common
 - Equal
 - Dual
131. Which of the following can help brand succeed in India?
- Faulty distribution
 - Poor after sales service
 - Defective pricing strategy
 - Effective promotion mix
132. The main _____ of advertising is to create awareness
- Objective
 - Aim
 - Motive
 - All the above
133. Merchandising involves preparing and placing attractive displays of a new _____
- Product
 - Product mix
 - Price
 - Promotion technique

134. Which of the following is an unethical marketing practice?
- Dramatization to children regarding consumption of harmful products
 - Giving all product related information to the customer
 - Selling at optimum price
 - None of the above
135. Which of the following could be a reason for failure of brands in India?
- Ineffective positioning strategy
 - Faulty Product design
 - Lack of CRM
 - All the above
136. Which of the following is an unforeseeable reason for brand failure?
- Change in technology
 - Poor handling of customer complaints
 - High maintenance costs
 - Poor distribution network
137. Which among the following is a factor contributing to success of a particular brand in India?
- USP
 - Innovation
 - Diverse portfolio
 - All the above
138. Which of the following would not be a part of Knowledge about the audience?
- What they buy?
 - Why they buy?
 - Will they buy?
 - When and how often do they buy?
139. The Amul Model has helped India become the largest _____ producers in the world
- Milk
 - Butter
 - Cheese
 - Ice cream
140. Human skills are _____
- Internal skill
 - External skill
 - Interpersonal skill
 - Intrapersonal skill

141. _____ in India has become an household name synonymous with adhesives.
- Fevicol
 - Feviquick
 - Gum
 - Adhecal
142. USP means _____
- Unique selling proposition
 - Unique selling place
 - Unique selling pace
 - Unique selling product
143. _____ is the USP of Maruti Suzuki
- Fuel burning rate
 - Fuel efficiency
 - Design
 - Colour
144. Apart from the normal major skills, which are the other skills required by marketing executives?
- Critical thinking skills
 - Presentation skills
 - Neither a nor b
 - Both a and b
145. In marketing to communicate effectively, knowing which of the following is not necessary?
- What to communicate?
 - When to communicate?
 - Why to communicate?
 - How to communicate?
146. Which among the following is an interpersonal skill?
- Human skill
 - Technical skill
 - Critical thinking skill
 - Decision making skill
147. _____ is the process of adapting well in the face of adversity, trauma etc.
- Stress
 - Persuasion
 - Resilience
 - Fatigue

148. Framing right policies, Coordinating activities, monitoring performance etc forms a part of _____ skills

- a. Leadership skills
- b. Administrative skills
- c. Decision-making skills
- d. Persuasion and Negotiation skills

149. Collecting the right information, Analysing and making the right decision out of it forms a part of _____ skills

- a. Leadership skills
- b. Administrative skills
- c. Decision-making skills
- d. Persuasion and Negotiation skills

150. Convincing people to accept what you are saying is a part of _____ skill.

- a. Leadership skills
- b. Administrative skills
- c. Decision-making skills
- d. Persuasion and Negotiation skills

151. The skills good managers leading the subordinates by example is termed as _____

- a. Leadership skills
- b. Administrative skills
- c. Decision-making skills
- d. Persuasion and Negotiation skills

152. In time management, we do an action on priority when it is _____ and _____

- a. Urgent, Important
- b. Urgent, not important
- c. Not urgent, important
- d. Not urgent, not important

153. In time management, we delegate an action when it is _____ and _____

- a. Urgent, Important
- b. Urgent, not important
- c. Not urgent, important
- d. Not urgent, not important

154. In time management, we plan an action for later when it is _____ and _____

- a. Urgent, Important
- b. Urgent, not important
- c. Not urgent, important
- d. Not urgent, not important

155. In time management, we drop an action when it _____ and _____

- a. Urgent, Important
- b. Urgent, not important
- c. Not urgent, important
- d. Not urgent, not important

156. Knowing the product design, promotion plan and pricing techniques form a part of _____ skill

- a. Marketing skill
- b. Advertising skill
- c. Promotion skill
- d. Decision skill

157. Which one of the following is not a challenge faced by marketing in 21st century?

- a. Compressed PLC
- b. Customer awareness
- c. Technology boom
- d. None of the above

158. Environmentally safe marketing is called _____ marketing

- a. Safe marketing
- b. Green marketing
- c. Social marketing
- d. None of the above

159. Green Marketing creates _____ environment for present and future generations

- a. Better
- b. Worse
- c. Bad
- d. Easy to use

160. Story telling is a trend in _____ marketing

- a. Digital marketing
- b. Green marketing
- c. Social marketing
- d. Environment friendly marketing

161. Which among the following is not a part of digital marketing?

- a. Internet marketing
- b. Mobile marketing
- c. Direct marketing
- d. Tele marketing

162. Digital marketing refers to the use of _____ devices in marketing

- a. Electrical
- b. Technical
- c. Mechanical
- d. Electronic

163. Designing a suitable low cost package for goods should be considered as the best option in _____

- a. Rural marketing
- b. Urban marketing
- c. Digital marketing
- d. Electronic marketing

164. Which of the following is not a specialist role open to Niche marketers?

- a. End – user specialist
- b. Channel specialist
- c. Process specialist
- d. Event specialist

165. _____ marketer faces least amount of competition

- a. Social marketer
- b. Niche marketer
- c. Rural marketer
- d. Urban Marketer

166. A counterfeiter market follower _____

- a. Copies the leader's products and sells it in black market
- b. Copies somethings but maintains a different packaging
- c. Launches improved products
- d. Copies the features and brand name with only slight variations

167. A Cloner market follower _____

- a. Copies the leader's products and sells it in black market
- b. Copies somethings but maintains a different packaging
- c. Launches improved products
- d. Copies the features and brand name with only slight variations

168. An imitator market follower _____

- a. Copies the leader's products and sells it in black market
- b. Copies somethings but maintains a different packaging
- c. Launches improved products
- d. Copies the features and brand name with only slight variations

169. A adaptor market follower _____

- a. Copies the leader's products and sells it in black market

- b. Copies somethings but maintains a different packaging
- c. Launches improved products
- d. Copies the features and brand name with only slight variations

170. The intermittent attack to by challenger to demoralize the competitor is called _____

- a. Encirclement attack
- b. Bypass attack
- c. Guerrilla warfare
- d. Flank attack

171. _____ is not a part of promotion mix

- a. Publicity
- b. Packaging
- c. Pricing
- d. Direct marketing

172. The indirect attack by challenger by increasing share is called _____

- a. Encirclement attack
- b. Bypass attack
- c. Guerrilla warfare
- d. Flank attack

173. Which one of the following is not usually done by a market leader?

- a. Defending market share strategy
- b. Expanding market share strategy
- c. Expanding total market strategy
- d. Launching bypass attack

174. Which of the following is a skill not required for effective selling?

- a. Active listening
- b. Objection handling
- c. Closing techniques
- d. Leadership qualities

175. Arrange the following personal selling steps in order

- a. Approach - 2
- b. Prospecting and qualifying a prospect - 1
- c. Sales presentation - 3
- d. Closing the scale - 4

176. _____ selling is a face to face selling

- a. Customer
- b. Face-to-face
- c. Digital
- d. Niche

177. CRM, sales force diversity, ethical and social issues are all emerging trends in _____

- a. Selling
- b. Marketing
- c. Distributing
- d. After sales service

178. Recruitment, training, performance appraisal and reporting sales are components of _____ management

- a. Marketing
- b. Human resource
- c. Sales force management
- d. Sales management

179. IMC means _____

- a. Integrated marketing communication
- b. Integrated marketing channel
- c. International marketing communication
- d. International marketing channel

180. Publicity, Salesmanship, public relation, packaging are all part of _____

- a. Product mix
- b. Promotion mix
- c. Process mix
- d. Channel mix

181. Which of the following is not a component of SCM?

- a. Planning
- b. Processing and scheduling for delivery
- c. Management of returns
- d. Accepting of payments

182. Avon is an example of _____

- a. Vertical Marketing systems
- b. Multilevel marketing
- c. Multi-channel marketing
- d. None of the above

183. McDonalds is an example of _____

- a. Contractual VMS
- b. Corporate VMS
- c. Administered VMS
- d. None of the above

184. Which of the following group forms the unavoidable part in any distribution channel?
- Manufacturer, Customer
 - Manufactures, Retailer, Customer
 - Manufactures, Wholesaler, Retailer, Customer
 - Manufactures, Agent, Wholesaler, Retailer, Customer
185. _____ goods use indirect channels
- FMCG
 - Industrial
 - Heavy goods
 - None of the above
186. Geographically concentrated areas are catered to by using _____ channels
- Indirect
 - Direct
 - Multilevel
 - Multichannel
187. Increase in market share is _____ objective
- Organizational
 - Customer
 - HR
 - None of the above
188. Holistic concept of marketing does not include _____
- Integrated marketing
 - Relationship marketing
 - Performance marketing
 - Black marketing
189. Which of the following is not a traditional marketing approach?
- Emphasis on firm's objectives
 - Cost oriented pricing method
 - Less emphasis on R&D
 - On-going search for new customers
190. Which of the following is not a strategic marketing approach?
- Customer centric approach
 - Market oriented methods
 - Emphasis on R&D
 - Less SWOT analysis
191. Which of the following is not a feature of MIS?
- Structured approach
 - Involvement of lot of data
 - Specific activity

d. Maintained by large firms

192. Which of the following is not a feature of Market Research?

- a. Systematic process of collecting data
- b. Solve current marketing problems
- c. Future oriented
- d. Conducted by any firm

193. Which of the following is not a part of psychological factors influencing buying?

- a. Motive
- b. Attitude
- c. Perception
- d. Time factor

194. Which of the following does not form a part of situational factors influencing buying?

- a. Physical surroundings
- b. Reference groups
- c. Time factor
- d. Social Surroundings

195. The wait and watch strategy is implemented at the _____ stage

- a. Introduction stage
- b. Growth stage
- c. Maturity stage
- d. Decline stage