

TELANGANA UNIVERSITY
S.S.R. DEGREE COLLEGE, NIZAMABAD (C.C:5029)
I SEMESTER INTERNAL ASSESSMENT I EXAMINATIONS
BASICS OF MARKETING QUESTION BANK

I. Multiple choice questions

1. _____ comprises both buying and selling activities [d]
a. Production b. Advertising c. Promotion d. Marketing
2. Distribution is one of the _____ of marketing [d]
a. Method b. Feature c. Disadvantage d. Function
3. _____ constitutes the essence of marketing [c]
a. Selling concepts b. Production concepts c. Core concepts d. Product concepts
4. _____ refers to persons or companies who are involved in selling products and services to Customers [b]
a. Retailer b. Marketer c. Seller d. Advertises
5. Marketing environment is classified into _____ types [a]
a. Two b. Three c. Four d. Five
6. The products are sold in huge quantities in _____ market [a]
a. Wholesale market b. Retail market c. Both a & b d. None of the above
7. _____ concept focuses on producing as per the needs and requirements of the customers. [c]
a. Product concept b. Selling concept c. Marketing concept d. Production concept
8. The four elements of marketing mix are [b]
a. Product price, potential and plan b. Product, price, place and promotion
c. Planning, pricing, placing and promotion d. Planning, producing, pricing and promoting
9. Business is considered as a process of manufacturing goods and services in which concept? [a]
a. Selling concept b. Product concept c. Marketing concept d. Production concept
10. _____ factors are concerned with population characteristics like age, gender, size of the population, income, birth rates etc [c]
a. Economic factors b. Social factors c. Demographic factors d. Technological factors
11. Which of the following are the levels of market segmentation? [d]
a. Niche marketing b. Local marketing c. Customization d. All the above
12. Customer based segmentation is classified into [d]
a. Geographic location of consumer's b. Psychographic variables
c. Willingness of the buyer d. All the above
13. The consumers who rely on two or three brands in a product group are known as [b]
a. Hard core loyals b. Soft core loyals c. Switchers d. None the above
14. The bases for market segmentation is classified as [d]
a. Customer based segmentation b. Product based segmentation
c. Competition based segmentation d. All of the above
15. In demographic segmentation, the market segmentation is done by considering the factors [d]
a. Education b. Age c. Income d. All the above
16. The bases for segmenting consumer markets are [d]
a. Geographic b. Demographic c. Psychographic d. All the above
17. The strategies of target market are [d]
a. Product specialization b. Full market coverage c. Market specialization d. All the above
18. Which of the following are product positioning tools [c]
a. Market perceived quality profile b. Perceptual mapping
c. Both a & b d. None of the above
19. Product differentiation is done by [c]
a. Branding b. Packing c. Both a & b d. None of the above

20. Market aggregation is equivalent to standardization of _____ [a]
 a. Marketing policy b. Market position c. Brand name d. None of the above
21. _____ is the product which emerged as the alternative for existing product [a]
 a. New product b. Durable product c. Consumer product d. None of the above
22. Which of the following is the stage of new product introduction? [d]
 a. Idea screening b. Test marketing c. Commercialization d. All the above
23. _____ is the product concept test [a]
 a. Concept testing b. Test marketing c. Both a & b d. Neither a nor b
24. Product includes which among the following [d]
 a. Physical objects b. Services c. Ideas d. All the above
25. _____ product is new to the market place but not to the company which manufactures it [b]
 a. New to the world products b. Line extensions c. Me-too products d. Modifications products
26. Introduction of photocopy machine is one of the example of _____ [c]
 a. Line extension b. Modifications c. New to the world d. Innovation
27. Customer feedback on new product is obtained from [a]
 a. Marketing executives b. Production employees c. Line managers d. None of the above
28. Which among the following is not a stage of consumer adoption process? [c]
 a. Awareness b. Comprehension c. Commercialization d. Legitimation
29. Based on time of adoption, consumers are grouped into _____ categories [d]
 a. Two b. Three c. Four d. Five
30. _____ is the source for generation of new product ideas [d]
 a. Customers b. Competitors c. Distributors d. All the above

Fill in the blanks

- The additional elements in the extended marketing mix are people, physical evidence and process
- The term market may be defined as a place where buyers and sellers come together for buying or selling goods and services.
- Business markets can be divided into two. They are, wholesale markets and Retail markets.
- Recognizing and integrating marketing activities are the two main tasks of marketing management in Integrated marketing
- Marketing mix is popularly known as 4P's of marketing
- The four main sub-elements of 'promotion' are advertising public relations, sales promotion and personal selling.
- The 4C's of customer are customer solutions, customer cost, convenience and communication
- In indirect exposing manufactures export its products to foreign markets indirectly through trading houses.
- The marketing environment of the company can be divided into micro and macro environment
- According to 'William J. Stanton' marketing management is the marketing concept in action
- The customers who purchase the same brand again and again are called hard core loyals
- The consumers who are not loyal towards a particular brand or product are called as switchers
- Consumers adopt Decision-making for analyzing and purchasing a brand or product
- The segmenting of beverages is done into Heavy, moderate and light users
- If the segmentation is done by considering the benefits of the product, then it is known as segment based on benefits
- The geographical features of a market are measurable and accessible
- In psychographic segmentation, the buyers are classified on the basis of personality and traits life style
- Product positioning is the way the product is defined by consumers on important attributes, the place of product occupies in consumers mind compared to competing products
- Perceptual mapping is also called multi dimensional scaling
- A firm producing single brand can maximize its benefits by connecting it with a key segment

III. Short Answers

1. Marketing myopia?
2. Marketing mix?
3. Global Marketing?
4. Brand
5. Target market
6. Level of market segmentation?
7. Cross culture?
8. Product innovation?
9. Test marketing?
10. New product development?