

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

I. Multiple Choice questions.

1. Anything that can be offered by the company in the market for satisfying the needs and a Customer is called _____ [b]
- (a) Idea
 - (b) Product
 - (e) Demand
 - (d) Service
2. the most basic level of product is _____ [a]
- (a) Core product
 - (b) Basic product
 - (c) Expected product
 - (d) Augmented product.
3. Type of goods that are tangible in nature is [c]
- (a) Durable products
 - (b) Services
 - (c) Non-durable products
 - (d) Augmented products.
4. Some of the major levels of product are [d]
- (a) Core product
 - (b) Basic product
 - (e) Augmented
 - (d) All the above.

5. Profits are _____ in introduction stage of product life cycle [a]
- (a) Negative
 - (b) Increasing
 - (c) Very high
 - (d) Decreasing
6. A product line is lengthened by adding more number of items to present product range is known as _____ [a]
- (a) Line filling
 - (b) Line stretching
 - (c) Line modernization
 - (d) All the above
7. The various pricing techniques used in consumer goods are _____ [d]
- (a) Product line pricing
 - (b) Psychological pricing
 - (c) Promotional
 - (d) All the above
8. Markup pricing strategy is implemented in stage of product life cycle [a]
- (a) Introduction stage
 - (b) Growth stage
 - (c) Maturity stage
 - (d) Decline stage
9. _____ pricing is the approach of setting low price in order to attract large number of buyers. [d]
- (a) Market skimming
 - (b) Penetration
 - (c) Value based
 - (d) Cost-plus

10. _____ is a set of objectives, policies and rules that guide over time firms marketing efforts. [c]
- (a) Marketing philosophy
 - (b) Marketing management
 - (c) Marketing strategy
 - (d) Marketing policy.
11. Promotion mix constitutes of _____ [d]
- (a) Advertising
 - (b) Sales promotion
 - (c) Public relations
 - (d) All the above
12. Which among the following is not a type of advertising _____ [d]
- (a) Product advertising
 - (b) Institutional advertising
 - (c) Personal advertising
 - (d) None the above
13. The first step in the process of personal selling is _____ [a]
- (a) Prospecting
 - (b) Follow-up
 - (c) Presentation
 - (d) Demonstration
14. The function of personal selling is to _____ [c]
- (a) Provide customer service
 - (b) Promote goodwill
 - (c) Both (a) and (b)
 - (d) None the above

15. Fabricating materials are one of the examples of _____ [b]
- (a) Consumer goods
 - (b) Industrial goods
 - (c) Convenience goods
 - (d) Advertising goods
16. Sales promotion aims at _____ [d]
- (a) Improving sales volume
 - (b) Attracting new customers
 - (c) Expanding market share
 - (d) All the above
17. Which of the following factor influence channel selection? [d]
- (a) Company characteristics
 - (b) Environmental forces
 - (c) Buyer behaviour
 - (d) All the above
18. Which among the following factor will effect the promotion mix? [d]
- (a) PLC stages
 - (b) Promotion target
 - (c) Type of product
 - (d) All the above
19. _____Advertisement helps in acquiring votes from public. [b]
- (a) Advocacy
 - (b) Political
 - (c) National
 - (d) Surrogate

20. _____ Technique helps the producers in establishing price discrimination. [a]

- (a) Sales promotion
- (b) Personal selling
- (c) Publicity
- (d) Public relations

II. Fill in the Blanks

1. A product is offered in the market in order to satisfy a want or need. 1. A product
2. A product is referred to as a Need satisfying entity.
3. Core benefit is the most important level of product.
4. Product line refers to the wide group of products having same uses and same physical features.
5. Product mix refers to the entire range of goods and services that a company develops and sells.
6. Line filling means adding more products in the existing product line itself.
7. Price can be defined as the value set for exchange of goods and services.
8. Pricing Strategy is the pricing tactic designed to meet the objectives pricing.
9. Demand is the key factor for effective sales and pricing.
10. Consumer behaviour has an influence on the pricing decisions.
11. personal selling consists of contracting prospective buyers of a product personally.
12. Radio advertising does not provide visuals to the message.
13. Sales Promotion is an exercise in information persuasion and influence.
14. In-Store Distribution refers to distribution of samples at the retail outlets.
15. Media sampling refers to providing samples through the media outlet.
16. POP stands for Point of Purchase
17. Push strategy and pull strategy are the types of Sales promotion strategies.
18. Distribution channels. acts as a link between the manufacturer and the customers.
19. One level channel includes producer retailer/distributer and consumer.
20. Online marketing refers to marketing goods and services through internet.

III. Short Answer questions.

1. What do you understand by promotion mix?
2. Define Advertising?
3. Define Personal Selling
4. Define Sales promotion
5. What is distribution Channel
6. Define product
7. Write a note on product life cycle (PLC)?
8. Define Price
9. What do you mean by pricing strategy?
10. Product mix