

S.S.R. DEGREE COLLEGE, (AUTONOMOUS)
NIZAMABAD (C.C:5029)
I SEMESTER INTERNAL ASSESSMENT I EXAMINATIONS
QUESTION BANK
SUB: FUNDAMENTAL OF MARKETING

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) and (b) d) None of the above
7. _____ concept focuses on producing products 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 factor
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 consumers 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) and (b) d) None of the above
19. Product differentiation is done by. (c)
- a) Branding b) Packing
- c) Both (a) and (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.

II. Fill in the blanks

1. The additional elements in the extended marketing mix are people, physical evidence and **Process**.
2. The term **Market** may be defined as a place where buyers and sellers come together for buying or selling goods and services.
3. Business markets can be divided in two. They are, wholesale markets and **Retail** markets.
4. Recognizing and integrating marketing activities are the two main tasks of marketing management in **Integrated** marketing.
5. **Marketing mix** is popularly known as 4p's of marketing.
6. the four main sub-elements of 'promotion' are **Advertising** , public relations, sales promotion and personal selling.
7. The 4C's of customer are customer solutions, customer cost, convenience and **Communication**.
8. In **Indirect Exporting** manufactures export its products to foreign markets indirectly through trading houses.
9. The marketing environment of the company can be divided into **Micro**, and **Macro**. Environment.
10. According to 'William. J. Stanton' **Marketing management**. Is the marketing concept in action".
11. The customers who purchase the same brand again and again are called **Hard core loyals**.
12. The consumers who are not loyal towards a particular brand or product are called as **Switchers**.
13. Consumers adopt **Decision-making** for analyzing and purchasing a brand or product.
14. The segmenting of beverages is done into **Heavy, Moderate** and **Light**.
15. If the segmentation is done by considering the benefits of the product, then it is known as segmentation based on **Benefits**.
16. The geographical features of a market are **Measurable** and **Accessible**.
17. In psychographic segmentation, the buyers are classified on the basis of **Personality traits** and **Lifestyle**.
18. **Product positioning** is the way the product is defined by consumers on important attributes, the place of the product occupies in consumers mind compared to competing products.
19. Perceptual mapping is also called **Multi Dimensional Scaling (MDS)**.
20. A firm producing single brand can maximize its benefits by connecting it with a **Key segment** in a market.

III. Descriptive Questions

1. "Marketing Mix is the strategy to create value proposition for the target consumers". Discuss.
2. Discuss the relevance of '4Ps and beyond' in marketing mix.
3. What do you understand by market segmentation? Discuss the importance of Market segmentation.
4. Market targeting essentially requires competency of company besides attractiveness of the market segments." Comment.
5. Marketing Environment ? Explain Micro & Macro Environment ?