

**BUSINESS STUDIES**  
**Marketing Management**  
**Chapter-11**  
**ASSERTION REASON TYPE QUESTIONS**

SL.NO	Question:
Q.No.1	<p><b>Assertion (A):</b> Tata differentiates it's three quality of tea with three different labels (Tata Agni, Tata Premium and Tata Gold).</p> <p><b>Reason (R):</b> Labelling helps to describe a product and specify its contents.</p> <p>Alternatives:</p> <p>a) Both Assertion and Reason are true and Reason is the correct explanation of Assertion.</p> <p>b) Assertion and Reason both are true but Reason is not the correct explanation of Assertion.</p> <p>c) Assertion is true but Reason is false.</p> <p>d) Assertion is false but Reason is true.</p>
Q.No.2	<p><b>Assertion (A):</b> From package of chips, cosmetics, etc. people can make some guess about quality of the product contained in it.</p> <p><b>Reason (R):</b> Packaging helps in products promotion.</p> <p>Alternatives:</p> <p>a) Both Assertion and Reason are true and Reason is the correct explanation of Assertion.</p> <p>b) Assertion and Reason both are true but Reason is not the correct explanation of Assertion.</p> <p>c) Assertion is true but Reason is false.</p> <p>d) Assertion is false but Reason is true.</p>
Q.No.3	<p><b>Assertion (A):</b> Advertising and sales promotion are different from each other.</p> <p><b>Reason (R):</b> Advertising is a short-term prospective where as sales promotion a long-term perspective.</p> <p>Alternatives:</p> <p>a) Both Assertion and Reason are true and Reason is the correct explanation of Assertion.</p> <p>b) Assertion and Reason both are true but Reason is not the correct explanation of Assertion.</p> <p>c) Assertion is true but Reason is false.</p> <p>d) Assertion is false but Reason is true.</p>

Q.No.4	<p><b>Assertion (A):</b> Government can declare a product as essential product and regulate its price.</p> <p><b>Reason (R):</b> In order to protect the interest of public against unfair practices in the field of price fixing.</p> <p>Alternatives:</p> <p>a) Both Assertion and Reason are true and Reason is the correct explanation of Assertion.</p> <p>b) Assertion and Reason both are true but Reason is not the correct explanation of Assertion.</p> <p>c) Assertion is true but Reason is false.</p> <p>d) Assertion is false but Reason is true.</p>
Q.No.5	<p><b>Assertion (A):</b> Trademark is not a part of brand.</p> <p><b>Reason (R):</b> Trademark does not have legal protection</p> <p>Alternatives:</p> <p>a) Both Assertion and Reason are true and Reason is the correct explanation of Assertion.</p> <p>b) Assertion and Reason both are true but Reason is not the correct explanation of Assertion.</p> <p>c) Assertion is true but Reason is false.</p> <p>d) Assertion is false but Reason is true.</p> <p>e) Both Assertion and Reason is false.</p>
Q.No.6	<p><b>Assertion (A):</b> fee to a doctor for his medical advice represent the price.</p> <p><b>Reason(B):</b> Price may be defined as the amount of money paid by a buyer in consideration of the purchase of a product or a service.</p> <p>(A) Both Assertion and reason are true and reason is correct explanation of assertion.</p> <p>(B) Assertion and reason both are true but reason is not the correct explanation of assertion.</p> <p>(C) Assertion is true, reason is false.</p> <p>(D) Assertion is false, reason is true.</p>
Q.No.7	<p><b>Assertion(A):</b> In the case of inelastic demand, the total revenue decreases when the price is increased.</p> <p><b>Reason(B):</b> The price of a product is affected by the elasticity of demand of the product.</p> <p>(A) Both Assertion and reason are true and reason is correct explanation of assertion.</p> <p>(B) Assertion and reason both are true but reason is not the correct explanation of assertion.</p>

	<p>(C) Assertion is true, reason is false.</p> <p>(D) Assertion is false, reason is true.</p>
Q.No.8	<p><b>Assertion(A):</b> Promotion refers to the use of communication to inform potential customers about a product.</p> <p><b>Reason(B):</b> It keep the customer persuading to buy the product.</p> <p>(A) Both Assertion and reason are true and reason is correct explanation of assertion.</p> <p>(B) Assertion and reason both are true but reason is not the correct explanation of assertion.</p> <p>(C) Assertion is true, reason is false.</p> <p>(D) Assertion is false, reason is true.</p>
Q.No.9	<p><b>Assertion(A):</b> -The overall cost of advertising gets spread over numerous communication links established.</p> <p><b>Reason(B):</b> - Personal selling helps the business persons in bringing economy in their efforts.</p> <p>(A) Both Assertion and reason are true and reason is correct explanation of assertion.</p> <p>(B) Assertion and reason both are true but reason is not the correct explanation of assertion.</p> <p>(C) Assertion is true, reason is false.</p> <p>(D) Assertion is false, reason is true."</p>
Q.No.10	<p><b>Assertion(A):</b> Use of sales promotion tools may affect the image of a product.</p> <p><b>Reason(B):</b> The buyers may start feeling that the product is either of good quality or is appropriately priced</p> <p>(A) Both Assertion and reason are true and reason is correct explanation of assertion.</p> <p>(B) Assertion and reason both are true but reason is not the correct explanation of assertion.</p> <p>(C) Assertion is true, reason is false.</p> <p>(D) Assertion is false, reason is true.</p>
Q.No.11	<p><b>Assertion(A):</b> According to selling concept product are bought because of the selling techniques of the seller.</p> <p><b>Reason(B):</b> Selling concept aims to maximize the sales by efforts made.</p> <p>a) Both Assertion and reason are true and reason in correct explanation of Assertion.</p> <p>b) Assertion and reason both are true but reason is not the correct explanation of assertion.</p> <p>c) Assertion is true, reason is false.</p> <p>d) Assertion is false, reason is true.</p>
Q.No.12	<p><b>Assertion(A):</b> Labeling is the silent salesman</p> <p><b>Reason(B):</b> It helps in promotion of products and provide required information to the consumer.</p> <p>a) Both Assertion and reason are true and reason in correct explanation of Assertion.</p>

	<p>b) Assertion and reason both are true but reason is not the correct explanation of assertion.</p> <p>c) Assertion is true, reason is false.</p> <p>d) Assertion is false, reason is true.</p>
Q.No.13	<p><b>Assertion(A):</b> An established brand name helps the firm to enables it for maximizing the sale and get high price than the competitor.</p> <p><b>Reason(B):</b> Companies introduce new product in their established name.</p> <p>a) Both Assertion and reason are true and reason in correct explanation of Assertion.</p> <p>b) Assertion and reason both are true but reason is not the correct explanation of assertion.</p> <p>c) Assertion is true, reason is false.</p> <p>d) Assertion is false, reason is true.</p>
Q.No.14	<p><b>Assertion(A):</b> Now a days giving attention on social responsibilities of business and using environmental pollution free techniques.</p> <p><b>Reason(B):</b> According to marketing concept consumer satisfaction is necessary for the businessman to earn profit.</p> <p>a) Both Assertion and reason are true and reason in correct explanation of Assertion.</p> <p>b) Assertion and reason both are true but reason is not the correct explanation of assertion.</p> <p>c) Assertion is true, reason is false.</p> <p>d) Assertion is false, reason is true.</p>
Q.No.15	<p><b>Assertion(A):</b> Marketing is a wide term.</p> <p><b>Reason(B):</b> Marketing starts with market research and ends on consumer satisfaction.</p> <p>a) Both Assertion and reason are true and reason in correct explanation of Assertion.</p> <p>b) Assertion and reason both are true but reason is not the correct explanation of assertion.</p> <p>c) Assertion is true, reason is false.</p> <p>d) Assertion is false, reason is true.</p>

<b>ANSWER KEY : Assertion Reason Questions</b>	
Q.No.1	(a) Both Assertion and Reason are true and Reason is the correct explanation of Assertion.
Q.No.2	(a) Both Assertion and Reason are true and Reason is the correct explanation of Assertion.
Q.No.3	(c) Assertion is true but Reason is false.
Q.No.4	(a) Both Assertion and Reason are true and Reason is the correct explanation of Assertion.
Q.No.5	(e) Both Assertion and Reason is false.
Q.No.6	(A) Both Assertion and reason are true and reason is correct explanation of assertion.
Q.No.7	(D) Assertion is false, reason is true.
Q.No.8	(A) Both Assertion and reason are true and reason is correct explanation of assertion.
Q.No.9	(B) Assertion and reason both are true but reason is not the correct explanation of assertion.
Q.No.10	(C) Assertion is true, reason is false.
Q.No.11	(A) Both Assertion and reason are true and reason is correct explanation of assertion.
Q.No.12	(A) Both Assertion and reason are true and reason is correct explanation of assertion.
Q.No.13	(B) Assertion and reason both are true but reason is not the correct explanation of assertion.
Q.No.14	(B) Assertion and reason both are true but reason is not the correct explanation of assertion.
Q.No.15	(A) Both Assertion and reason are true and reason is correct explanation of assertion.

**PREPARED BY THE PGTs ( COMMERCE ) OF BHUBANESWAR, GUWAHATI, KOLKATA, RANCHI, SILCHAR AND TINSUKIA REGIONS.**