

**BUSINESS STUDIES**  
**Marketing Management**  
**Chapter-11**

**I. MULTIPLE CHOICE QUESTIONS**

SL.NO	Question:
Q.No.1	Which of the following is a feature of marketing process? a. satisfying needs and want of the consumers. b. creating a market offering c. developing and exchanging mechanism d. All of the above
Q.No.2	A popular brand of Hair Conditioners comes in different categories for different hair, say for normal hair and for other categories. Which function of labeling is highlighted here: a. Specifies its content b. Helps in promotion c. Product branding d. Grading of product
Q.No.3	Apart from customer satisfaction, which of the following concept pays attention to the social, ethical and ecological aspects of marketing: a. Product b. Production c. Societal d. marketing
Q.No.4	A marketer job in an organization is to identify _____ of the target customers and develop products that give them satisfaction. a. Need b. Motive c. Want d. desire
Q.No.5	The term marketing mix describes: a. A composite analysis of all environmental factors inside and outside the firm.

	<p>b. A series of business decisions that help in selling a product</p> <p>c. The relationship between a firm's marketing strength and its business weaknesses</p> <p>d. A blending of 4 strategic elements to satisfy specific target markets.</p>
Q.No.6	<p>Free gifts and free samples distribution is the part of _____. (a)Advertising</p> <p>(b) Public relation</p> <p>(c) Sale promotion</p> <p>(d) Public relation</p>
Q.No.7	<p>A marketing philosophy summarized by the phrase "a good product will sell itself", is a characteristic of the _____ concept:</p> <p>a. Societal</p> <p>b. Production</p> <p>c. Marketing</p> <p>d. Product</p>
Q.No.8	<p>AAA Limited is marketing its products online. Identify the channel of distribution being adopted by the company.</p> <p>a. Zero level channel</p> <p>b. One level channel</p> <p>c. Two level channel</p> <p>d. Three level channel</p>
Q.No.9	<p>Under which of the following situations is a company not likely to fix a lower price for its product?</p> <p>a. When the competition has introduced a substitute product</p> <p>b. When the demand for the product is low</p> <p>c. When the company wants to attain market share leadership</p> <p>d. If the demand for a product is inelastic</p>
Q.No.10	<p>Bread and milk are which kind of products:</p> <p>a. Convenience product</p> <p>b. Shopping product</p> <p>c. Speciality product</p> <p>d. Emergency products</p>
Q.No.11	<p>Advertising is undertaken by ..... who makes the advertising efforts and also bears the cost of it.</p>

	<p>(A) Identified individual</p> <p>(B) Company</p> <p>(C) Marketers</p> <p>(D) All of the above</p>
Q.No.12	<p>Which element of promotion is suitable for industrial goods</p> <p>(A)Advertising</p> <p>(B) Personal selling</p> <p>(C) Publicity</p> <p>(D)Public relation</p>
Q.No.13	<p>Consider the following statement:-</p> <p>1.If the firm decides to maximise profits in the short run, it would tend to charge maximum price for its products.</p> <p>2 if it is to maximise its total profit in the long run, it would opt for a lower per unit price .</p> <p>(A) Statement 1 is correct</p> <p>(B)Statement 2 is correct</p> <p>(C) Both Statements are correct</p> <p>(D) Neither Statement 1 nor 2 is correct</p>
Q.No.14	<p>Which of the following is not a role of public relation: -</p> <p>(A)Lobbying</p> <p>(B) Counselling</p> <p>(C)Corporate Communication:</p> <p>(D) None of these</p>
Q.No.15	<p>Sales promotion refers incentives, which are designed to encourage the buyers to make immediate purchase of a product or service. The incentive is of</p> <p>(A) Short term</p> <p>(B) Long term</p> <p>(C) Short and long both</p> <p>(D) Short or long term</p>
Q.No.16	<p>_____ is not the part of 4 P's</p> <p>a) Product</p> <p>b) Publicity</p> <p>c) Price</p> <p>d) Promotion</p>
Q.No.17	<p>Many markets are using banned animal skin in leather manufacturing companies to make huge profit. Which marketing concept is ignored here?</p>

	<ul style="list-style-type: none"> <li>a) Marketing concept</li> <li>b) Societal concept</li> <li>c) Production concept</li> <li>d) Product concept</li> </ul>
Q.No.18	<p>Raman, a school bag manufacturer decided to improve the product for profit maximization and thus added water bottle holder to the existing design.</p> <ul style="list-style-type: none"> <li>a) Marketing concept</li> <li>b) Selling concept</li> <li>c) Product concept</li> <li>d) Production concept</li> </ul>
Q.No.19	<p>Qualities of a good brand name:</p> <ul style="list-style-type: none"> <li>I. It should be easy to pronounce</li> <li>II. It should be unique</li> <li>III. It should not be differed from others names</li> <li>IV. It's meaning should not be in other language meaning</li> </ul> <ul style="list-style-type: none"> <li>a) I and II</li> <li>b) I and III</li> <li>c) III and IV</li> <li>d) I, II &amp; IV</li> </ul>
Q.No.20	<p>What is true about selling and marketing.</p> <ul style="list-style-type: none"> <li>I. Selling is related to the need of the seller and marketing is related to the need of buyer or customer.</li> <li>II. Increase in selling is the objective of selling and marketing.</li> <li>III. Producer is king pin of market according to both selling and marketing.</li> <li>IV. Demand is created by producing product according to need of the customer in both selling and marketing.</li> </ul> <ul style="list-style-type: none"> <li>a) Only I</li> <li>b) I and II</li> <li>c) I, II and III</li> <li>d) I, II, III and IV</li> </ul>
Q.No.21	<p>The part of brand which cannot be spoken but can be recognized is known as</p> <ul style="list-style-type: none"> <li>a) Brand name</li> <li>b) Brand marks</li> <li>c) Trade mark</li> <li>d) Brand</li> </ul>
Q.No.22	<p>Convenience is the function of</p> <ul style="list-style-type: none"> <li>a) Branding</li> <li>b) Packaging</li> <li>c) Labeling</li> <li>d) Advertising</li> </ul>
Q.No.23	<p>Raman calls her friend Jyoti and requests her to sell one of his painting to Raman's mothers. In this transaction who is the marketer?</p> <ul style="list-style-type: none"> <li>a) Raman</li> <li>b) Jyoti</li> <li>c) Both</li> <li>d) None of them</li> </ul>

Q.No.24	<p>Today, marketing must be defined in a new sense that can be characterized at</p> <hr/> <p>a) Get these first with the most b) Management of youth demand c) Satisfying customer needs d) Telling and selling</p>
Q.No.25	<p>Suppose tomorrow is your friend's birthday. You want to give him a gift. You purchase 20 small boxes of chocolates from the market and keep in a box for gift. It is the example of</p> <p>a) Primary packaging b) Secondary packaging c) Transformation packaging d) None of the above</p>

## ANSWER KEY

<b>Multiple Choice Questions</b>	
Q.No.1	d. All of the above
Q.No.2	d. Grading of product
Q.No.3	c. Societal
Q.No.4	a. Need
Q.No.5	d. A blending of 4 strategic elements to satisfy specific target markets.
Q.No.6	c. Sale promotion
Q.No.7	d. Product
Q.No.8	a. Zero level channel
Q.No.9	d. If the demand for a product is inelastic
Q.No.10	a. Convenience product
Q.No.11	(D) All of the above
Q.No.12	(B) Personal selling
Q.No.13	(C) Both Statements are correct
Q.No.14	(D) None of these
Q.No.15	(A) Short term
Q.No.16	(b) Publicity
Q.No.17	(b) Societal concept
Q.No.18	(c) Product concept
Q.No.19	(b) I and III
Q.No.20	(b) I and II
Q.No.21	(b) Brand marks
Q.No.22	(b) Packaging
Q.No.23	(a) Raman
Q.No.24	(c) Satisfying customer needs
Q.No.25	(b) Secondary packaging

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