

BUSINESS STUDIES
Marketing Management
Chapter-11

I. TRUE- FALSE QUESTIONS

SL.NO	Question:
Q.No.1	Price is the value of which a buyer passes on to the seller in lieu of the product or service provided. (a) True (b) False
Q.No.2	Large scale production to decrease the cost is the basic objective of Production Concept. (a) True (b) False
Q.No.3	Sales promotion refers to long term use incentives or promotional activities that stimulate the customer to buy the product. (a) True (b) False
Q.No.4	Advertising encourages sale of inferior and dubious products. (a) True (b) False
Q.No.5	Packaging helps to know about name of the product, expiry and manufacturing date, general information for use, weight, price etc. (a) True (b) False
Q.No.6	Physical distribution is concerned with making the goods and services available at the right place, so that people can purchase the same. (a) True (b) False
Q.No.7	Personal selling converts latest demand into effective demand (a) True (b) False

Q.No.8	Public relation are not useful at all when there is negative publicity about the company or its products. (a) True (b) False
Q.No.9	Offering products at special prices, to clear off excess inventory is called Discount (a) True (b) False
Q.No.10	Sales promotion tools can be very effective at the time of introduction of a new product in the market. (a) True (b) False
Q.No.11	According to Marketing concept customers satisfaction must be within the ethical ecological aspects of our society. (a) True (b) False
Q.No.12	Philip kotler classified the marketing mix in product, price , physical distribution and promotion mix. (a) True (b) False
Q.No.13	Production concept propose that the way to realize business goal is by making product that are of high quality. (a) True (b) False
Q.No.14	Packaging is the silent salesman for a product. (a) True (b) False
Q.No.15	Marketing is that phase of business activity through which human wants are satisfied by exchange of goods and services. (a) True (b) False

KEY/ANSWER SHEET

True- False Questions	
Q.No.1	(a) True
Q.No.2	(a) True
Q.No.3	(b) False
Q.No.4	(a) True
Q.No.5	(b) False
Q.No.6	(a) True
Q.No.7	(a) True
Q.No.8	(b) False
Q.No.9	(b) False
Q.No.10	(a) True
Q.No.11	(b) False
Q.No.12	(b) False
Q.No.13	(b) False
Q.No.14	(a) True
Q.No.15	(a) True

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