

MARKETING MANAGEMENT MODEL PAPER

Q1. Marketing of goods & services across national frontier.

- a. F.Walsh
- b. **L.S.walsh**
- c. Geogre
- d. none

Q2. International marketing is the multinational process.

- a. American marketing
- b. **American marketing association**
- c. Both
- d. none

Q3. Set of marketing element.

- a. **Marketing mix**
- b. Marketing environment
- c. Both
- d. all

Q4. 4Ps of marketing.

- a. Product, price
- b. place, promotion
- c. People, political influence
- d. a&b

Q5. Strategies involve modification of products.

- a. **Differentiated marketing**
- b. undifferentiated mkt.
- c. Both
- d. None

Q6. Advertising comparison of items.

- a. Superlative advertising
- b. **Comparative advertising**
- c. Both
- d. None

Q7. Total commitment to customer care &openness.

- a. Customer care management
- b. Relationship marketing
- c. Both
- d. None

Q8. Network comprises supplying company& firms.

- a. **Marketing network**
- b. Long-term network
- c. Both
- d. None

Q9. Penetration of new market& customer loyalty.

- a. Sales promotion
- b. **International sales promotion**
- c. Both
- d. None

Q10. Branding consists.

- a. Name
- b. Logo
- c. Design
- d. **all**

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Q11. Finding customers view about firm's product.

- a. Brand positioning
- b. **Market positioning**
- c. Both
- d. none

Q12. C O O is.

- a. Country operating origin
- b. Country open origin
- c. A&B
- d. Country of origin

Q13. Charging higher price in beginning & decreasing it progressively.

- a. Penetration
- b. **Skimming**
- c. Cost-plus
- d. none

Q14. OECD _____.

- a. Organization of every cooperative department.
- b. Organization for every country development.
- c. Organization for economic cooperation development
- d. None

Q15. Hard core loyal customers _____.

- A. **Relationship marketing approach.**
- B. Customer relationship approach.
- C. Both.
- D. None.

Q16. Au reacting, developing retaining.

- a. Doyle
- b. Berry.
- c. Paraguayan
- d. **B&C.**

Q17. Relationship selling goals to earn position of supplier.

- a. Jackson
- b. Doyle.
- c. Both
- d. **B&C.**

Q18. CRM is about, acquiring, _____ & _____ satisfied loyal Customer.

- a. Training
- b. **Retaining.**
- c. Developing
- d. Focusing.

Q19. _____ Types of relationship management.

- a. 8
- b. **10**
- c. 9
- d. 12

Q20. Focus on relationship development.

- a. Hard version
- b. **Soft version.**
- c. Customer version
- d. B&C.

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Q21. Development, profitability of company is a_____

- a. **Salesman 's function**
- b. Organization function.
- c. Customer function
- d. All.

Q22. Duties, abilities, responsibility detail steady.

- a. Job enlargement
- b. **Job analysis.**
- c. Job description
- d. All.

Q23. Job responsibility & nature of job.

- a. **Job description**
- b. Job analysis.
- c. Job evaluation
- d. All.

Q24. Man specification is also

- a. Job description
- b. **Job specification.**
- c. Method specification
- d. none.

Q25. Candidate encouraged to apply for job.

- a. Selection
- b. **Recruitment**
- c. Development
- d. none.

Q26. Mental ability is also

- a. Intelligent test
- b. Ability test.
- c. **Both (a&b)**
- d. Habitual test.

Q27. Procedure in which skills as well as knowledge is acquired.

- a. Development
- b. **Training.**
- c. Orientation
- d. All.

Q28. The company, product & competitors are

- a. Acme
- b. **Content of training.**
- c. Aim of training
- d. All.

Q29. Newly developed method of training.

- a. Audio-visual
- b. Conference
- c. **Role playing**
- d. All.

Q30. Problem understanding & solution finding.

- a. Panel method
- b. Round table method.
- c. **Brain storming method**
- d. All.

Q31. Sales volume, sale profitability.

- a. Training result
- b. **Evaluation techniques.**
- c. Both
- d. none.

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Q32. System consists people, equipment procedures

- a. MIS
- b. **Philip cotter.**
- c. Both
- d. None.

Q33. Specialists gather marketing intelligence.

- a. **Ghost shopper's**
- b. Middleman.
- c. Dealers
- d. All.

Q34. Systematic steady & evaluation of all factors.

- a. MR
- b. **A.G.R dealers.**
- c. AMA
- d. All.

Q35. Policy research & price research.

- a. Competition research
- b. **Marketing mix research.**
- c. Market measurement research
- d. All.

Q36. Blue print of research project.

- a. Report
- b. feasible report.
- c. **Research design**
- d. All

Q37. Arranging data in rows & columns.

- a. Date analysis
- b. **Tabulation**
- c. Drawing conclusions
- d. All.

Q38. Starting step of marketing strategy.

- a. Marketing research
- b. Marketing.
- c. **Market segmentation**
- d. All.

Q39. SWOT analysis isa.

- a. Strong, weak objective & technology.
- b. Strength, weakness, objective & treat.
- c. **Strength, weakness, opportunity & treat.**
- d. None.

Q40. Approach satisfies customer more than model product.

- a. Mass marketing
- b. **product variety.**
- c. Target marketing
- d. All.

Q41. When needs of customer are addressed on a local basis.

- a. Target marketing
- b. **micro marketing.**
- c. Both
- d. none.

Q42. Division of market into groups on basis of age & size.

- a. Geographic segmentation
- b. **demographic segmentation.**
- c. Micro segmentation
- d. All.

Q43. Buyers are divided into groups on basis of their knowledge.

a. Consumer response segmentation.

b. Behavioral segmentation.

c. Both

d. none.

Q44. Loyal customers of two or three brands.

a. Shifting loyal

b. spilt loyal.

c. Hard core loyal

d. All.

Q45. Multistage coverage is also known as.

a. Market segmentation

b. Selective segmentation specialization.

c. Full coverage.

d. All.

Q46. Companies focus on center of target market to get advantage.

a. Differentiated marketing.

b. Undifferentiated marketing.

c. Both

d. none.

Q47. One product one segment is.

a. Differentiated marketing.

b. Concentrated marketing.

c. Undifferentiated marketing.

d. None.

Q48. Company positions on attributes as size.

a. Benefit positioning

b. application positioning.

c. Attributes positioning

d. none.

Q49. Product positioning as best for some use.

a. Attributes positioning

b. application positioning.

c. Both

d. none.

Q50. Product positioning as offering best value.

a. Price positioning

b. user positioning.

c. Product category positioning

d. none.

Q51. Plan for selecting & analyzing a target market.

a. Master plan

b. report.

c. Marketing strategy

d. none.

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Q52. Product, price, promotion & place.

- a. 4ps of marketing
- b. **marketing mix.**
- c. Elements
- d. A&C.

Q-53 that satisfies need or want.

- A product**
- B. Idea & services
- C A & B
- D. none

Q-54 frequently purchased, inexpensive item.

- A. Shopping product
- B. Convenience product**
- C. Both
- D. none

Q-55 Emergency automobile repairs are.

- A. Specialty product
- B. Unsought product**
- C. Both
- D. None

Q-56 Component parts & process martial are.

- A. Industrial services
- B. Industrial products**
- C. both
- D. none

Q-57 Bread, Milk, soft drink are.

- A. Shopping product
- B. Convenience product**
- C. Specialty product
- D. all

Q-58 product purchased due to the sudden occurrence of a problem.

- A Specialty product
- B. unsought product**
- C. both
- D. none

Q-59 Large tools and machinery used in production process.

- A. raw material
- b. Capital equipment**
- C. Both
- D. None

Q-60 Size, Services, Features are.

- A. Product**
- B. Price
- C. Promotion
- D. None

Q-61 Unique version of product the discriminate other organization product

- A. Product mix
- B. product item**
- C. Product line
- D.B & C

Q-62 Closely related product that are considered a unit.

- A. Product item
- B. product line**
- c. A&B
- D. None

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Q.-63 Toatal group of product offered by film.

- A. Product Width
- B. **product mix**
- c. A & B
- d. none

Q.-64 Products neither appeals nor long run benefit

- A. Product Line Depth
- B. **Deficient Product**
- c. Both
- D. None

Q.-65 product have long advantages but have no immediate appeal.

- A. Deficient Product
- B. Salutory product
- C. Both
- D. None

Q-66 3rd stage in product life cycle.

- A Maturity
- B. Decline
- C. Both
- D. None

Q-67 It is known as period of slow sales growth.

- A Growth stage
- B. Introduction stage
- C. Both
- D. None

Q-68 Force on lower price & more stress on promotion.

- A. Growth
- B. Maturity
- C. Both
- D. None

Q-69 ----- conveys derived product image.

- A. Branding
- B. Brand name
- C. Both
- D. None

Q-70 Brand name for each product is different.

- A. Generic brand
- B. Individual brand
- C. family branding
- D. all

Q-71 Brands which are rarely advertised.

- A. Private brand
- B. generic brand
- C. Both
- D. None

Q-72 Repair, warranties & replacement are.

- A. Product quality
- B. Supportive services
- C. Both
- D. None

Q-73 Sellers focuses on aspects other than price

- A. Price competition
- B. None –price competition
- C. Both
- D. None

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Q-74 Using existing brand name for branding

- A. brand extension
- B. Line family branding
- C. Both
- D. None

Q-75 Channel of distribution is

- A. Marketing channels
- B. merchant channel
- C. Promotion
- D. All

Q-76 Use of 2 or more channels of distribution.

- A. Double distribution
- B. Dual distribution
- C. Both
- D. None

Q-77 When some available out late are used to distribution.

- A. Exclusive distribution
- B. **Selective distribution**
- C. Both
- D. none

Q-78 product is offered in only one or very few out lets.

- A. Selective distribution
- B. **Exclusive distribution**
- C. Intensive distribution
- D. none

Q-79 Facilitate flow of information.

- A. **Channels**
- B. Distribution
- C. Marketing channels
- D. All

Q-80 Zero defect

- A. Philip kotler
- B. **Philip curve**
- C. Philpi crossly
- D. Philpi channel

Q-81 Buyer behavior is all psychological, social behavior

- A. Weber
- B. **Webster**
- C. paul
- D. B & C

Q-82 process by which an individual selects organizes & interprets.

- A. Aary A. Steiner
- B. Burleson
- C. Both
- D. All

Q-83 Exposed to a number of stimuli but pay attention to only few selected after screening.

- A. **Selective exposure**
- B. Selective distortion
- C. Both
- D. None

Q-84 assets converted into cash without any loss

- A. **Liquid assets**
- B. fixed assets
- C. Both
- D. None

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Q-85 A person who suggest the idea of buying.

- A. Influencer
- B. Decider
- C. Initiator**
- D. None

Q-86 Habitual-buying behavior requires

- A. High involvement
- B. Low involvement**
- C. both
- D. None

Q-87 Buy classes is given by

- A. Robinson**
- B. Herry Fayol
- C. Both
- D. None

Q-88 Buying situation where purchasing department reorders on a routine basis.

- A. Modified rebuy
- B. Straight rebuy**
- C. new task
- D. All

Q-89 All members of organization who play any important routine purchase decision process.

- A. Influencer
- B. Buying Center**
- C. Decider
- D. None

Q-90 Person have power to prevent seller.

- A. Approvers
- B. Gate keepers**
- C. Deciders
- D. All

Q-91 System model is

- A. Nicosia Model
- B. Howard
- C. A & B
- D. All

Q-92 Market where goods are sold in small quantities.

- A. Retail markets**
- B. Consumer Market
- C. Both
- D. None

Q-93 Single seller controls the entire supply of commodity

- A. Oligopoly
- B. Monopoly**
- C. Perfect
- D. None

Q-94 Period from 1930 to 1950 is

- A. Product era
- B. Ales era**
- C. Marketing era
- D. All

Q-95 Marketing era focuses on

- A. wants needs**
- B promotion & distribution
- C. Both
- D. None

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Q-96 marketing Myopia concept

- A. Prof. Theodo Robert
- C. Prof. Robert Theodoi

- B. Robert & George
- D. Prof. Theodore Levitt.**

Q-97 Selling concept focus on

- A. Customer needs
- C. promotion

- B. Product**
- D. All

Q-98 Old concept is also known as.

- A. Production oriented
- C. Both

- B. Product related**
- D. none

Q-99 Customer oriented concepts is

- A. old concept
- C. A & B

- B. Mass oriented
- D. modern Concept**

Q-100 Critical & vanished review & appraisal is

- A. Product audit
- C. A & B

- B. Market audit**
- D. none

Q-101 Swot & Environment analysis is.

- A. Marketing analysis**
- C. B & A
- SSS

- B. Goel of Marketing audit
- D. All