

**T.Y.B.COM – COMMERCE V**

**CHAPTER 1: INTRODUCTION OF MARKETING**

**MULTIPLE CHOICE QUESTION**

1. \_\_\_\_\_ Strategy refers to introduction of new products in the markets. Product Development, market development, market penetration, product penetration.
2. \_\_\_\_\_ is the incremental value of a brand over & above its physical asset. Brand equity, Brand Image, Brand loyalty, Brand Name
3. \_\_\_\_\_ research enables the marketer to identify the preferences of customer. Consumer, employees, dealer, marketer
4. \_\_\_\_\_ marketing differentiates a firm from its competitors. Strategic, Relationship, Harmony, Integrated.
5. Observation is an important method of data \_\_\_\_\_ collection, analysis, interpretation, recruiting.
6. \_\_\_\_\_ refers to subdividing a larger market into smaller markets. Market segmentation, Niche marketing, marketing research, marketing intelligence
7. \_\_\_\_\_ data is the first hand information collected for research. Primary, Secondary, outdated, routine.
8. \_\_\_\_\_ data refers to data which is readily available secondary, primary, outdated, routine.
9. \_\_\_\_\_ refers to set of product which are offered for sale by a firm. Product mix, promotion mix, selling mix, buying mix.
10. The basis of marketing operations is the coordination of four key variables, namely product, price, place & \_\_\_\_\_. Publicity, positioning promotion public.
11. Marketing decision support system is an important component of \_\_\_\_\_ MIS, MR, Brand research, Training
12. At introductory stage of product life cycle advertising is undertaken to \_\_\_\_\_. Create awareness, sell product, buy product, remind the customer.
13. \_\_\_\_\_ gives a distinctive identity to the brand. Brand loyalty, brand association, brand positioning, brand extension.
14. In \_\_\_\_\_ pricing strategy, large firms charge low prices to kill competition in the market. Skimming, penetration, predatory, similar
15. At the decline stage of product life cycle, a business firm may resort to \_\_\_\_\_. price cut, aggressive advertising, creating awareness, and burnout.

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**CHAPTER 2: MARKETING DECISION I**

**MULTIPLE CHOICE QUESTION**

1. The main objective of advertising is to create \_\_\_\_\_ . awareness, increase sale, bad reputation, increase profit.
2. \_\_\_\_\_ involves preparing & placing attractive displays of a new product. Merchandise, Salesmanship, Sales Promotion, training
3. \_\_\_\_\_ is a form of consumer oriented promotion technique. Exchange offer, trade journal, dealer cuts, trade commission.

4. \_\_\_\_\_ helps in protecting the goods from damage during transportation. Product, price, packaging, promotion.
5. \_\_\_\_\_ is an unpaid form of promotion mix. Publicity, advertising, salesmanship, training
6. The word ethics is derived from the Greek word \_\_\_\_\_. Ethe, ethos, ethis, eitis
7. Ethics is a branch of \_\_\_\_\_ philosophy, psychology, sociology, history
8. Harmful products like cigarettes are promoted through \_\_\_\_\_ ads. Surrogate, advocacy, social, philosophical.
9. \_\_\_\_\_ pricing helps to wipe out competition from the market. Predatory, penetration, skimming, similar
10. \_\_\_\_\_ organisation assist the consumers in legal matters. Consumer, employer, social, political

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### **CHAPTER 3: INTRODUCTION OF MARKETING II**

#### **MULTIPLE CHOICE QUESTION**

1. According to \_\_\_\_\_ concept, consumers will prefer products that offer best quality, performance or innovative features.  
Product, production, societal, holistic
2. Professional Marketers are \_\_\_\_\_ in decision making.  
Inactive, reactive, proactive, non-active
3. Brand image is the \_\_\_\_\_ of the brand in the minds of customer  
Sales, motivation, perception, reaction
4. \_\_\_\_\_ helps the firm to select the right channel of distribution depending upon certain factors  
Customer research, promotion research, place research, product research
5. The factor that includes buying motive & attitude is termed as \_\_\_\_\_  
Marketing factor, personal factor, social factor, psychological factors.
6. It is a guarantee or assurance from the manufacturer that the product will perform as stipulated.  
product positioning, product warranty, product label, product selection
7. An effort aimed at creating & maintaining in mind of target customer the intended image for brand  
product life cycle, product development, Direct Channel, Indirect Channel
8. The distribution channel arrangement whereby two or more firms at the same level join together for marketing purpose to capitalize on new opportunities.  
Horizontal marketing system, Vertical marketing system, Diagonal marketing system, No marketing system
9. A non- paid form of non-personal presentation of ideas goods & services is known as \_\_\_\_  
Advertising, Publicity, Salesmanship, Public Relations
10. The element of promotion mix that includes providing information, protection of goods, preservation of quality of product.  
Public relations, Sales promotion, packaging, sponsorship

## **CHAPTER 4: KEY MARKETING DIMENSION**

### **MULTIPLE CHOICE QUESTION**

1. Niche marketing enjoys the following except\_\_\_\_  
Brand loyalty, customer satisfaction, mass marketing, less investment
2. The form of marketing also termed as online marketing or internet marketing are termed as \_\_\_\_\_  
Rural marketing, niche marketing, digital marketing, face to face marketing
3. \_\_\_\_\_market includes many areas ranging from conservation of environment to control on pollution  
Grey marketing, black marketing, green marketing, red marketing
4. Global firms need to achieve \_\_\_\_\_in terms of cost reduction & quality improvement  
Reduction, improvement, competitiveness, exit
5. Green marketing is \_\_\_\_\_ safe.  
Economically, enlightenment, commercially, environmentally
6. Buzz marketing is also known as \_\_\_\_\_marketing  
Viral, non-viral, target, street
7. Children are \_\_\_\_\_target.  
Fixed, non-fixed, hard, soft
8. Consumer organisation brings about \_\_\_\_\_among consumers  
Aggressiveness, vigilance, awareness, hatred
9. In \_\_\_\_\_strategy leader firm makes modifications in existing product.  
Multi-brand, product flanking, brand, innovation
10. In rural marketing distribution is \_\_\_\_\_  
Simple, difficult, compound, complex
11. Infrastructure facilities are \_\_\_\_\_in rural markets  
Adequate, inadequate, directing, controlling
12. \_\_\_\_\_pricing is adopted to meet increased competition.  
Value, transfer, prestige, combine
13. Promotion Strategy performs informing \_\_\_\_\_and reminding.  
Convincing, persuading, directing, controlling
14. \_\_\_\_\_brand recall disturbs consumer patronage.  
Low, high, medium, fast
15. Ethics is a branch of \_\_\_\_\_which is concerned with human conduct.  
Physiology, Psychology, Philosophy, Sociology