

J. M. PATEL COLLEGE OF COMMERCE - ONLINE EXAMINATION OCTOBER 2020
MARKETING RESEARCH - SEMESTER VI - SAMPLE MCQs

Sr. No	Question	Options
1	Product Research is a study of all these aspects involved in_____. and marketing of a product.	making distributing designing pricing
2	Product research is an _____ branch of marketing research.	scope applied pure analytical
3	Product research is conducted with the help of _____	primary data secondary data primary and secondary data no data
4	The set of product or the total range of products offered by a firm for sale is called as _____	product line product group product mix production
5	_____ is a marketing strategy of placing a product psychologically in the minds of consumers	product positioning product placement product imaging product reputation
6	_____ may be described as the consumer's perception of the product.	brand loyalty brand image brand awareness brand equity
7	. Brand research is an important area of _____	product research

		brand survey branding brand image
8	A distinct brand image commands _____ price	Higher market lower high average
9	_____ means use of environmentally responsible packing materials	Traditional packaging Green packaging Simple packing Labelling
10	_____ is the area of product research.	Product life cycle Sales Research Advertising Quality Circle
11	When certain emotional or personal qualities are associated with a particular brand, it is called as _____	Brand equity Brand Personality Brand Image Brand Experience
12	_____ is the intention of the buyers to make a repeated purchase of a product.	Brand Association Brand Loyalty Brand Culture Brand Equity
13	Test marketing _____ the risk of large scale marketing.	increases stabilises reduces enhances
14	_____ is an external factor affecting pricing.	Competition Corporate Image

		Costs Organiastion Structure
15	The Process of New Product Development starts with _____	Test Marketing Idea Screening Idea Generation Concept Testing
16	Crowdsourcing is a method of generating_____ for new product development.	Ideas Sales profits business
17	The pronounceable part of the _____ is called brand name.	Trademark Brand Product image
18	Any deliberate alteration for the physical attributes of a product or its packing is called _____	Product Modification Product Testing Product Image Product Extension
19	Brand _____ means reputation of the brand in the market.	Image Culture Essence Personality
20	_____method's objective is to charge high price for higher profits.	Make up pricing Skimming the cream pricing penetration Pricing Cost Plus Pricing
21	Selling products and services on a _____ basis before a full product launch is an example of test marketing.	Limited Unlimited

		free Coupon
22	The specific purpose of _____ technique is to measure whether consumers can truly tell the difference between two products.	Triangle Testing Repeated pairs Testing Monadic Testing Sequential monadic
23	_____ refers to collection and analysis of information related to distribution of products.	Physical Distribution Research Motivation Research Trade Mark Research Brand Research
24	In _____ distribution channel, goods are supplied from producer to customers directly.	Indirect Marketing Three Level Four Level Direct Marketing
25	_____ is management of network of activities involving procurement of raw materials, manufacturing and distribution of finished goods.	Pricing Research Supply Chain Management Consumer Research Motivation Research
26	_____ helps in selecting the right transportation medium and warehousing facility.	Brand Research Motivation Research Physical Distribution Research Promotion Research
27	_____ is a pre-testing method of testing advertising effectiveness.	Readership Test Recall Test Sales Test Check-list Test

28	Advertising is an element of _____.	Product Pricing Promotion Distribution
29	Media Research is a component of _____.	Advertising Research Pricing Research Sales Research Distribution Research
30	_____ techniques are used when it is believed that respondents will not respond to direct questions.	Survey Questionnaire Personal Interview Projective
31	In _____ group of consumers are asked to rate the advertisements shown to them.	Consumer Jury Test Check-list Method Sales Area Test Readership Test
32	_____ includes discount, gifts, free samples, lucky draw, prizes etc. used to increase sale of the product.	Advertising Sales Promotion Personal Selling Sponsorship
33	In _____ method, companies observe the behaviour of consumers and collect consumer data.	Personal Interview Focus-Group Interview Observation Surveys
34	Motivation research is a branch of _____ research.	Product Pricing Consumer Distribution

35	_____is used to test the ability of the viewer to recall an advertising campaign.	Recall test Check-list method Readership Test Inquiry Test
36	_____works on the principle of personal and direct contact between salesman and buyers.	Advertising Personal Selling Publicity Sales Promotion
37	Sales forecasting is a branch of _____	Sales Research Market Research Sales Analysis Advertising research
38	Sales analysis by _____is preferred by those companies producing and marketing a wide range of products and services.	Territory Product Order size Customers
39	Sales force method of sales forecasting is also called as _____	Opinion method Users' expectations The grass root approach Simple survey
40	Indian rural markets are_____ in nature.	Homogeneous Heterogeneous Concentrated Reachable
41	_____are emerging as means of advertising and supply goods in rural areas.	Railways Trucks Company delivery vans bullock cart

42	Compared to rural area, people from urban area are _____ in their response.	more aggressive non-participating more brand conscious illiterate
43	For conducting primary research in rural areas _____ is more convenient and suitable.	Personal interview Group interview Focused group interview unfocussed interview
44	PRA stands for _____	Project Rural Appraisal Participant Rural Appraisal Participatory Rural Appraisal Participatory Rural Account
45	SPSS stands for _____	Statistical Package for the Social Science Statistical Package for the Social Study Statistical Package for the Scientific Study Statistical Process for the National Source
46	Demand in rural markets depends on _____ production	agricultural industrial business foreign
47	International market is dominated by _____	Local companies Domestic corporations Government companies MNCs

48	_____ is essential for multinational companies.	Local market study Global marketing research Pricing research Product research
49	Sales analysis by _____ helps the company to consolidate position in favourable market.	Customer Area-wise Order size Report
50	_____ research helps to understand 'why' factor of consumer behaviour	Product Motivation Distribution Promotion
51	_____ helps in estimating potential demand for new product.	Sales research Advertising research Media Research Product research
52	NSSO means National _____ Survey Organisation	System Sample Scientific Serious
53	To ensure unbiased analysis of data, it is better to use the services of _____ research agency.	inside outside foreign government
54	Marketing and Research Group (MARG) provides specialized services in _____	Consumer Research Market Research Media Research Motivation Research
55	_____ conducts national surveys to supply data for formulation of economic policies	IMRB ORG

		Nielsen NCAER
56	Under _____ services, Professional MR organizations, collects primary data through various methods of data collection on behalf of client	Field Services Syndicated Data Services Research Services Advertising Services
57	_____ was established by Vikram Sarabhai	IMRB ORG Nielsen NCAER
58	The process of _____ is based on reliable data of past, present and future sales.	Budgeting Forecasting Recruitment Sampling
59	Selecting style, tone, words for making ads are part of _____	Message execution Selecting Media Measuring Communication Recognition
60	The _____ step in developing an advertising program is to set advertising objectives	Last Third Second First