

# Online Assessment (Even Sem/Part-I/Part-II Examinations 2019 - 2020)

Course Name - Marketing Management

Course Code - BBA402(BL)

\* You can submit the form ONLY ONCE.

\* Fill the following information for further process.

\* Required

1. Email address \*

---

2. Name of the Student \*

---

3. Enter Full Student Code \*

---

4. Enter Roll No \*

---

5. Enter Registration No \*

---

6. Enter Course Code \*

---

7. Enter Course Name \*

---

8. Select Your Programme \*

*Mark only one oval.*

- D.PHARM
- B.SC.(CS)
- B.SC.(HN)
- B.A.(MW)
- BBA
- [B.COM](#)
- BCA
- M.SC.(CS)
- M.SC.(HN)
- M.A.(MW)
- MBA
- MCA
- M.TECH(CSE)

Answer all the questions. Each question carry one mark.

9. 1. Skimming pricing is price from;

*Mark only one oval.*

- High to low
- Low to high
- Moderate
- None of these

10. 2. Marketing is a

*Mark only one oval.*

- One day effort
- Team effort
- One man effort
- All of these

11. 3. Marketing is influenced by

*Mark only one oval.*

- Product demand
- Buyer behavior
- Brand image
- All of these

12. 4. Marketing in banks is a necessity today, due to

*Mark only one oval.*

- Liberalization
- Nationalization
- Fashion
- Urbanization

13. 5. Marketing is the art of

*Mark only one oval.*

- Buying more
- Paying more
- Selling more
- Talking more

14. 6. Internal marketing means

*Mark only one oval.*

- Marketing to self
- Marketing to family members
- Marketing to the staff members
- Marketing inside India

15. 7. "Which of the following statements is correct

*Mark only one oval.*

- Marketing is not required due to globalization
- Marketing causes higher expenses and losses
- Marketing is not required in profit- making companies
- Marketing sharpens the minds of the employees

16. 8.A true marketing mindset requires

*Mark only one oval.*

- Control mindset
- Active mindset
- Command mindset
- Passive mindset

17. 9. Selling is

*Mark only one oval.*

- Different from marketing
- A sub-function from marketing
- Same as marketing
- More than marketing

18. 10. "Marketing Management is the \_\_\_\_\_ of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value.

*Mark only one oval.*

- Art
- Science
- Art and science
- None of these

19. 11. Marketers operate in which marketplaces?

*Mark only one oval.*

- Consumer and business
- Global and non-profit
- Both Consumer and business and Global and non-profit
- None of these

20. 12. Indian Government is marketing India as a tourist destination through the \_\_\_\_\_ advertisement campaign.

*Mark only one oval.*

- Credible India
- Incredible India
- Gateway to backwaters
- Gateway of India

21. 13. Properties are \_\_\_\_\_ rights of ownership of either real property or financial property.

*Mark only one oval.*

- Tangible
- Intangible
- Tangible as well intangible
- None of these

22. 14. ATM” stands for

*Mark only one oval.*

- Anywhere marketing
- Anytime marketing
- Automated teller machine
- Automatic timely machine

23. 15. A “prospect” means

*Mark only one oval.*

- Company’s prospectus
- Company’s memorandum of association
- A likely buyer
- A likely seller

24. 16. An example of tangible product which cannot be stored more than 24 hours is

*Mark only one oval.*

- Newspaper
- Bread
- Fish
- None of these

25. 17. Market segmentation is a

*Mark only one oval.*

- Buyer oriented marketing strategy
- Consumer oriented marketing strategy
- Seller oriented marketing strategy
- All of these

26. 18. “Produce the product in bulk volume” this concept is known as

*Mark only one oval.*

- Product Concept
- Production Concept
- Selling Concept
- Marketing Concept

27. 19. Popular figures who can influence consumer decisions are called

*Mark only one oval.*

- Opinion leaders
- Reference groups
- Influences
- All of these



28. 20. Word of Mouth promotion is more effective because

*Mark only one oval.*

- It is opinion of neutral people
- It is endorsed by celebrities
- It is endorsed by Government
- None of these

29. 21. What is a function of expectation and perceived performance

*Mark only one oval.*

- Consumption
- Satisfaction
- Perfection
- Usage

30. 22. The activity of changing the brand by a customer is known as

*Mark only one oval.*

- Brand Equity
- Brand Loyalty
- Brand Switching
- Brand Rejuvenation

31. 23. The extra premium a customer is ready to pay for a particular brand is known as

*Mark only one oval.*

- Brand Rejuvenation
- Brand Loyalty
- Brand Proliferation
- Brand Equity

32. 24. Total number of lines provided by a company is known as

*Mark only one oval.*

- Product Depth
- Product Width
- Product Length
- Product Mix

33. 25. "Value-added services" means

*Mark only one oval.*

- Core product
- Expected product
- Augmented product
- Potential product

34. 26. A market survey is required for

*Mark only one oval.*

- Deciding marketing strategies
- Deciding product strategies
- Deciding pricing strategies
- All of these

35. 27. Cross-selling means

*Mark only one oval.*

- Selling with a cross face
- Selling other products to existing customers
- Selling to friends
- Selling to employees

36. 28. The Target Group for Savings Deposit Account is

*Mark only one oval.*

- Students
- Parents
- Businessman
- All of these

37. 29. Market information means

*Mark only one oval.*

- Knowledge of industries
- Knowledge of household
- Knowledge of peers
- All of these

38. 30. Market segmentation means

*Mark only one oval.*

- Segmenting the salesmen
- Segmenting the employees
- Segmenting the customers as per their needs
- Segmenting the products

39. Submission ID (skip this field) \*

⚠ DO NOT EDIT this field or your time will not be recorded.

---

---

This content is neither created nor endorsed by Google.

Google Forms