

- _____
- a) Marketing strategy
b) Marketing mix
c) Strategic planning
d) Sales Mix
- (8) In marketing, lifestyles are named as _____, which include consumers' activities, interest, and opinions.
- a) Geographical
b) Psychographics
c) Demographics
d) Geodemographics
- (9) The buying process starts when the buyer recognizes a _____.
- a) Product
b) an advertisement for the product
c) a salesperson from a previous visit
d) problem or need
- (10) In _____ consumers may share a strong need that cannot be satisfied by an existing product.
- a) negative demand
b) latent demand
c) declining demand
d) irregular demand
- (11) Mr. Lopez buys goods and services for use in the production of products that are sold and supplied to others. Mr. Lopez is involved in _____.
- a) consumer buying behavior
b) post-purchase dissonance
c) retail buyer behavior
d) business buyer behavior
- (12) What is the basic property of a service which makes it different from a physical product?
- a) Shape
b) Size
c) Very expensive
d) Intangibility
- (13) Marketing Myopia is
- a) Far sightedness
b) Short sightedness
c) Long sightedness
d) None of these
- (14) SBU stands for
- a) Simple Business Unit
b) Strategic Business Unity
c) Strategic Business Unit
d) Simple Business Unity
- (15) Popular figures who can influence consumer decisions are called
- a) Opinion leaders
b) Reference groups
c) Political leaders
d) Social Class
- (16) A want backed up by willingness and ability to pay is known as
- a) Need
b) Want
c) Value
d) Demand
- (17) The activity of changing the brand by a customer is known as
- a) Brand Equity
b) Brand Loyalty
c) Brand Switching
d) Brand Rejuvenation
- (18) Total number of lines provided by a company is known as
- a) Product Depth
b) Product Width
c) Product Length
d) Product Mix
- (19) Cross-selling means
- a) Selling with a cross face
b) Selling other products to existing customers
c) Selling to friends
d) Selling to employees
- (20) "When the demand for one product increases the demand for another" is an explanation of
- a) Joint demand
b) Derived demand

- c) Variety seeking behaviour
d) None of the above
- (34) Whether to sell via intermediaries or directly to consumers, how many outlets to sell through, and whether to control or cooperate with other channel members are examples of decisions marketers must make about
- a) Promotion
b) Price
c) Distribution
d) Product
- (35) Customer's evaluation of the difference between all the benefits and all the costs of a marketing offer relative to those of competing offers refers to which of the following options
- a) Customer perceived value
b) Marketing myopia
c) Customer relationship management
d) Customer satisfaction
- (36) Buying goods and services for further processing or for use in the production process refers to which of the following markets?
- a) Consumer markets
b) Government markets
c) Business markets
d) International markets
- (37) A person's _____ consist(s) of all the groups that have a direct (face-to-face) or indirect influence on his/her attitudes or behavior
- a) culture
b) subculture
c) reference groups
d) demographics
- (38) The _____ is practiced most aggressively with unsought goods, goods that buyers normally do not think of buying, such as insurance, encyclopedias, and funeral plots.
- a) marketing concept
b) selling concept
c) production concept
d) product concept
- (39) Products that are usually purchased due to adversity and high promotional back up rather than desire are called
- a) Sought goods
b) Unique goods
c) Unsought goods
d) Preferred goods
- (40) Which one is a benefit of Demand Forecasting?
- a) company does not store huge inventories
b) company generate supernormal profits
c) company can build core competency
d) company can design better product
- (41) Among the given options which one is not a part of demography based segmentation parameter?
- a) Gender
b) Age
c) Education
d) Lifestyle
- (42) Among the given options which one is not an element of Macro Environment study?
- a) Legal
b) Political
c) Psychological
d) Economical
- (43) Which one is an example of a tangible product
- a) Movie
b) Popcorn
c) Parking
d) Public Transport
- (44) "Provide the customer with whatever he wants but not at the cost of society" This concept is known as
- a) Marketing
b) Societal Marketing
c) Branding
d) Advertising
- (45) Among the following options of 4P's which one only causes cash inflow for the company
- a) Product
b) Price
c) Place
d) Promotion

(60) In _____, Consumers may share a strong need that cannot be satisfied by an existing product.

a) Negative demand

b) Nonexistent demand

c) Latent demand

d) Declining demand