

Q.- FILL IN THE BLANKS-

1. Zero level channels have no intermediaries.
 - a) Intermediaries
 - b) Profit
 - c) Future

2. Physical distribution activities include order processing.
 - a) Cancellation
 - b) Processing
 - c) Rejection

3. Traditional channel is suitable for large scale distribution.
 - a) Daily
 - b) Small scale
 - c) Large scale

4. Minimarket is modern grocery store.
 - a) Mom and pop
 - b) Grocery
 - c) Brick and mortar

5. D -mart is an example of supermarket.
 - a) Kirana store
 - b) Supermarket
 - c) Hypermarket

6. Supply chain management represents the cumulative effort of multiple organisations.
 - a) E- retailing
 - b) Seconds store
 - c) Supply store management

7. Returning is a problematic issue.
 - a) Sourcing
 - b) Returning
 - c) Delivering

8. Promotion offers behaviour of consumer through communication.
 - a) Behaviour
 - b) Attitude
 - c) Outlook

9. Promotion offers incentives to buy.
 - a) Invitation
 - b) Direction
 - c) Incentives

10. IMC creates awareness among customers.
 - a) Willingness
 - b) Information
 - c) Awareness

11. **Selection** puts right person to the right job.
 - a) Recruitment
 - b) Selection
 - c) Coaching

12. High pressure sales tactics result in **unethical** selling. .
 - a) Ethical
 - b) Unethical
 - c) Illegal

13. **Prospecting** must match certain user characteristic.
 - a) Prospecting
 - b) Approach
 - c) Presentation

14. **Active listening** proper interaction and feedback.
 - a) Empathy
 - b) Active listening
 - c) Simple language

15. Successful negotiations need both **skills** and strategies.
 - a) Tactics
 - b) Policies
 - c) skills

16. In **horizontal** distribution system, two or more firms at the same level come together for marketing purpose.
 - a) Horizontal
 - b) Multi-channel
 - c) Multi-level
 - d) None of these

17. **Sales promotion** includes tools like discounts, coupons free samples etc.
 - a) Public relations
 - b) Sales promotion
 - c) Supply
 - d) Publicity

18. **Reporting** is one of the important steps in personal selling.
 - a) Blurring
 - b) Prospecting
 - c) Reporting
 - d) Monitoring

19. **Cost** factor is a vital factor considered in the selection of middlemen.
 - a) Service
 - b) Labour
 - c) Cost
 - d) Relation

20. **Online** is one -stop -shop.
- Mini – market
 - Shopping mall
 - Hyper market
 - Online
21. Sourcing is also known as **developing**.
- Producing
 - Inventory
 - Storing
 - developing
22. Promotion is both **telling** and selling.
- Advertising
 - Communication
 - Informing
 - Telling
23. **Telemarketing** is a form of direct marketing.
- Rural marketing
 - Urban marketing
 - Target marketing
 - Telemarketing
24. **Media** mix is cost effective having mass reach.
- Communication
 - Media
 - Publicity
 - Advertising
25. **Approach** consists of making the initial contact with prospects.
- Pre – approach
 - Approach
 - Prospecting
 - Interview
26. **Marketing mix** is the term that is used to describe the combination of the four inputs that constitutes the core of a company’s marketing system: the product, the price structure, the promotion activities and the distribution system.
- Customer segmentation
 - Customer relationship
 - Marketing mix
 - Marketing strategy
27. A **product** can be defined as anything that is offered for sale in the open market.
- Product
 - Place
 - Price
 - None of the above

28. **Price mix** includes several sub- variables like product line, product shape, size, colour, ingredients, brand name, trade mark, packaging, labelling, after sale services, guarantee's etc.
- Price mix
 - Place mix
 - Product mix
 - Promotion mix
29. **Price** is the exchange value of a product.
- Product
 - Place
 - Price
 - Promotion
30. The **price mix** has various sub- variables, such as credit sale, instalment payment, discount, gifts, terms of credit etc.
- Price mix
 - Place mix
 - Product mix
 - Promotion mix
31. **Promotion mix** includes all the activities undertaken by an organization to promote its products in the target market.
- Price mix
 - Place mix
 - Product mix
 - Promotion mix
32. **Promotion mix** includes Sub- variables such as adverting, sale promotion, personal selling, public relation, public city, direct marketing.
- Price mix
 - Place mix
 - Product mix
 - Promotion mix
33. **James Culliton** a marketing expert coined the expression 'marketing mix'.
- Philip Kolter
 - William Stanton
 - Henry Fayal
 - James Culliton
34. At the time of market entry low price is charged for the product under the **penetration** price strategy.
- Payment
 - Skimming
 - Penetration
 - Mixing
35. Under **skimming** the market strategy higher price is charged at the time of introduction.
- Skimming
 - Venturing
 - Penetrating

d) Piercing

36. Striking the appropriate marketing mix would obviously increase the profit of an organization.

- a) Decrease
- b) Curtail
- c) Increase
- d) Dwindle

37. An appropriate marketing mix helps in achieving maximum returns with limited resources.

- a) Minimum
- b) Maximum
- c) Marginal
- d) Trivial

38. Product width refers to the total number of different product the organization offers.

- a) Width
- b) Length
- c) Depth
- d) Consistency

39. Product length refers to the total number of items in each product category.

- a) Width
- b) Length
- c) Depth
- d) Consistency

40. Product depth explains the number of variants of each product of one seller and differentiates the product from competing products.

- a) Width
- b) Length
- c) Depth
- d) Consistency

41. A brand is a name and /or mark intended to identify the product of one seller and differentiate the product from competing products.

- a) Brand
- b) Packaging
- c) Label
- d) Design

42. A package is the actual container, covering or wrapper to protect the product.

- a) Brand
- b) Package
- c) Label
- d) Design

43. A label is the part of a product that carries information about the product and the seller.

- a) Brand
- b) Package
- c) Label
- d) Design

44. Product **design** refers to the arrangement of element that collectively form a product.
- Brand
 - Package
 - Label
 - Design
45. **Slogans** are short catchy phrases that communicate information about the brand.
- Slogans
 - Logo
 - Characters
 - Packaging
46. A **warranty** is an assurance given by a manufacturer to the buyers that they would be compensated in case the product does not perform up to reasonable expectations.
- Quality
 - Warranty
 - Colour
 - Design
47. Product mix **contraction** means, reducing the number of activities by discontinuing those products, which don't form the core activities of the company.
- Expansion
 - Contraction
 - Selection
 - Management
48. During **inception** stage the product is launched in the market.
- Inception
 - Growth
 - Maturity
 - Decline
49. During **growth** stage demand for the products as well as profits increase.
- Inception
 - Growth
 - Maturity
 - Decline
50. **Maturity** stage is the stage where the demand and sales reach the saturation point.
- Inception
 - Growth
 - Maturity
 - Decline
51. During **decline** stage consumers start switching over to other brands.
- Decline
 - Maturity
 - Growth
 - Inception

52. **Brand** when registered becomes a trademark.
- Brand
 - Product
 - Trademark
 - None of the above
53. **Product** is anything that satisfies people's needs and wants.
- Brand
 - Product
 - Trademark
 - None of the above
54. Brand **extension** is a strategy in which firm uses an existing brand name to introduce a product in a different product category.
- Extension
 - Positioning
 - Equity
 - Deletion
55. Product **positioning** is an act of designing the company's offering and image to occupy a distinctive place in the minds of the people.
- Extension
 - Positioning
 - Equity
 - deletion
56. Brand **equity** is defined as the incremental value of a business above the value of its physical assets due to the market position achieved by its brand and the extension potential of the brand.
- extension
 - positioning
 - equity
 - deletion
57. **Price** is the exchange value of a product.
- Profit
 - Price
 - Investment
 - Cost
58. Under market **skimming** pricing strategy the manufacturer charges a high price for his product when it is introduced in the market.
- Penetration
 - Liquidity
 - Image
 - Skimming
59. Under market **penetration** pricing strategy the manufacturer charges low price for his product when it is introduced in the market.
- Penetration
 - Liquidity
 - Image

60. Under **one** price strategy, a seller charges the same price to all customers who buy identical quantities of a product.
- One
 - Single
 - Flexible
 - Odd
61. In **flexible** pricing strategy or variable pricing strategy, the manufacturer charges different prices to similar customers.
- One
 - Single
 - Flexible
 - Odd
62. Under **mark-up** pricing method, the selling price of the product is arrived at by adding a standard mark-up i.e. Margin to the products cost.
- Mark-up
 - Target return
 - Perceived value
 - Going rate
63. Under **target return** pricing, the firm determines the price that would fetch its target rates of return on investment.
- Mark-up
 - Target return
 - Perceived value
 - Going rate
64. Redesigning enables **repositioning** of the brand.
- Positioning
 - Repositioning
 - Promotion
 - Endorsement
65. Product mix **contraction** means, reducing the number of activities by discontinuing those products.
- Management
 - Development
 - Contraction
 - Expansion
66. One of the product strategies followed in **decline** in stage may include product modification.
- Inception
 - Growth
 - Maturity
 - Decline

67. Brand fatigue enters into the mind of the customers during **decline** stage.
- Inception
 - Maturity
 - Decline
 - Growth
68. Brand **extension** is a strategy in which firm uses an existing brand name is used to introduce a product in a different product category.
- Introduction
 - Contraction
 - Retrenchment
 - Extension
69. A product is **positioned** in the mind of the prospect by highlighting its differences from similar products.
- Pushed
 - Positioned
 - Extended
 - Pressed
70. If **more** people are aware about the brand then equity would be more.
- Few
 - Intelligent
 - Less
 - More
71. Brand **loyalty** involves purchasing the brand repeatedly over a period of time.
- Fatigue
 - Transition
 - Loyalty
 - Extension

Q. State, whether, the following statements are TRUE or FALSE-

1. A product mix consists of various product lines. **True**
2. Accountability is not a component of sales management. **False**
3. Augmented product is a product where the product or the service provided exceeds customer's exaptation. **True**
4. Brand equity is the incremental value of a business above the value of its physical assets due to the market position achieved by its brand and the extension potential of the brand. **True**
5. Brand equity refers to buying the same brand again and again irrespective of competitive brands in the market. **False**
6. Brand extension does not have any effect on the parent brand. **False**
7. Brand fatigue enters into the mind of the customers during growth stage. **False**
8. Brand positioning helps in occupying a distinctive place in the minds of the people. **True**
9. Branding helps in differentiating a product from competing products. **True**
10. Contemporary channels are also called as traditional channels. **False**
11. Customer objections are not welcome. **False**
12. Direct channel of distribution involves intermediaries to sell goods to final consumers. **False**
13. Direct marketing opposes online shopping. **False**
14. Discounts motivate all customers. **False**
15. Every publicity has sponsor. **False**
16. Flexible pricing strategy is also called variable pricing strategy. **False**
17. Hyper markets specialise in selling personal care products. **False**
18. If less number of people are attached to the brand then equity would be more. **False**
19. IMC establishes points of similarity and differences. **True**
20. Information flows coordinate short term plans. **False**
21. Label performs function of a tag. **True**
22. Maturity stage is the stage where the demand and sales reach the saturation point. **True**
23. Negotiations cannot resolve sales problems. **False**
24. Objections are adverse arguments that salespersons must welcome. **True**
25. Odd pricing is also called psychological pricing. **True**
26. Opinion leaders operate within a reference group and exert strong influences on others. **True**
27. Packages acts as a silent salesman. **True**
28. Packaging helps in promotion goods. **True**
29. Personal selling is a goal directed activity. **True**
30. Physical distribution is managed with a system approach. **True**

31. Price is the exchange value of a product. **True**
32. Price mix once finalised need not be changed. **False**
33. Product depth refers to how many product lines the company offers. **False**
34. Product mix contraction means introducing different versions of the brand. **False**
35. Product quality has little impact on brand loyalty. **False**
36. Product strategies followed in inception stage includes product modification, enlarging distribution and services network and maintaining competitive price level. **False**
37. Product width refers to the total number of variants of each product offered in the line. **False**
38. Promotion increase customer traffic. **True**
39. Promotion supports advertising but not personal selling. **False**
40. Prospecting can involve cold – calling. **True**
41. Redesigning the product enables repositioning of the brand. **True**
42. Registered brands are called trademarks. **True**
43. Sales management in a process of developing salespeople. **True**
44. Sales planning involved selling sales target. **True**
45. Sourcing eliminates rush activities. **True**
46. Sourcing is a component of supply chain management. **True**
47. The broader concept of product not only includes the physical elements but also the psychological elements associated with the brand. **True**
48. The length of the product mix refers to the total number of items in the product mix. **True**
49. The major objective of market penetration strategy is to recover the research and development cost quickly. **True**
50. The perceived value of the product depends on various factors like goodwill of the firm, buyer's image of product performance, warranties provided, trustworthiness and esteem of the firm. **True**
51. The stage of the product in product life cycle has no effect on price fixation. **False**
52. Trading up down refers to the adding of the lower priced items to the line of prestige products. **True**
53. Trading up refers to the adding of a higher priced prestige product to the existing product lines. **True**
54. Under cost plus pricing method, the selling price of the product is arrived at by adding a standard mark up. **True**
55. Under going rate pricing the firm charges a price that is based on the cost of the product. **False**
56. Under market penetration pricing strategy the manufacturer charges high price for his product when it is introduced in the market. **False**
57. Well – designed promotional strategies ensure short term gains. **False**
58. When one product is mixed with other product it is called product mix. **False**