

MODULE-IV- KEY MARKEITNG DOMENSIONS**Q. – FILL IN THE BLANKS-**

1. Buzz marketing is also known as **street** marketing.
 - a) Viral
 - b) Target
 - c) Street

2. Children are **soft targets**.
 - a) Fixed
 - b) Hard
 - c) Soft

3. Consumer organisation brings about **vigilance** among consumers.
 - a) Aggressiveness
 - b) Vigilance
 - c) Awareness

4. In **innovation** strategy leader firm makes modification in existing product.
 - a) Multi- brand
 - b) Product flanking
 - c) Innovation

5. In rural marketing distribution is **difficult**
 - a) Simple
 - b) Difficult
 - c) Complex

6. Infrastructure facilities are **inadequate** in rural market
 - a) Adequate
 - b) Inadequate
 - c) Directing

7. **Value** pricing is adopted to meet increased competition
 - a) Value
 - b) Transfer
 - c) Prestige

8. Promotion strategy performs informing **persuading** and reminding
 - a) Convincing
 - b) Persuading
 - c) Directing

9. **Internet** marketing is the base of digital marketing.

- a) Mobile
- b) Viral
- c) Internet

10. Green marketing is **environmentally** safe.

- a) Economically
- b) Socially
- c) Environmentally

11. Positioning has now become a **holistic** activity

- a) Holistic
- b) Commercial
- c) Management

12. **Voice** search has become a revolution in marketing.

- a) internet
- b) voice
- c) web

13. Career potential in marketing is **unlimited**

- a) Limited
- b) Unlimited
- c) Restricted

14. Understanding **preference** makes brands successful.

- a) Psychology
- b) Preference
- c) Competitors

15. **Low** brand calls disturb consumer patronage.

- a) Low
- b) High
- c) Frequent

16. Ethics is a branch of **philosophy** which is concerned with human conduct.

- a) Physiology
- b) Psychology
- c) Philosophy
- d) Sociology

17. **Digital** marketing makes use of electronic devices such as computer.

- a) Digital
- b) Green
- c) Rural
- d) Traditional

18. **Unique selling proposition** is / are main factors contributing to the success of brands in India.

- a) Unique selling proposition
- b) Innovation
- c) consistency
- d) All of these

19. Consumer organisations are **advocacy** groups.

- a) Political
- b) Social
- c) Reference
- d) Advocacy

20. Market leader has virtual **monopoly** in the market.

- a) Control
- b) Competition
- c) Monopoly
- d) Share

21. Rural markets are widely **scattered**

- a) Located
- b) Scattered
- c) Known
- d) Dominated

22. A rural market has witnessed **sachet** revolution.

- a) Industrial
- b) Green
- c) Sachet
- d) fiscal

23. SMS is an example of **push** digital marketing.

- a) Push
- b) pull
- c) web- based
- d) twitter

24. **Viral** marketing enables a firm to gain rapid product awareness at a low cost.

- a) Green
- b) Direct
- c) Rural
- d) viral

25. When brand **recall** drops customers slowly move to another brand.

- a) Positioning
- b) Targeting
- c) Advertising
- d) recall

26. A **channel** of distribution is the route taken by the tittle to the product as it moves from the producer to the ultimate consumer or industrial user.

- a) Highway
- b) Canal
- c) Channel
- d) Place

27. A **zero** level channel is one in which there are no intermediaries.

- a) Zero
- b) One
- c) Two
- d) Three

28. **Promotion** mix can be defined as “the element in an organisations marketing mix that serves to inform, persuade and remind the market of a product and/ or the organisation selling it, in hope of influencing the recipient’s feelings, beliefs or behaviour”.

- a) Place
- b) Price
- c) Promotion
- d) Product

29. **Advertising** is defined as any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor.

- a) Personal selling
- b) Sales promotion
- c) Direct marketing
- d) Advertising

29. **Personal selling** is the personal communication of information, to persuade someone to buy something.

- a) Personal selling
- b) Sales promotion
- c) Direct marketing
- d) Advertising

30. American marketing association defines **sales** management as the planning, direction, and control of personal selling, including recruiting, selecting, equipping, assigning, routing, supervising, paying, and motivating as these tasks apply to the personal sales force.
- Marketing
 - Production
 - Sales
 - Operational
31. **Sales promotion** are short term incentives like discounts, samples etc. to stimulates demand for the product.
- Personal selling
 - Sales promotion
 - Direct marketing
 - Advertising
32. **Consumer** promotional tools are those tools which are directed towards ultimate consumer.
- Trade
 - Sales force
 - Consumer
 - Intermediaries
33. **Trade** promotion tools are promotional directed towards the intermediaries like the wholesalers and retailers In order to motivate them to stock the manufacturers brand and resell it to the consumers.
- Trade
 - Sales force
 - Consumer
 - Manufacturer
34. **Sales force** promotion tools are useful in gathering business leads, motivating sales force to greater effort and to aggressively push the product in the market to increase sales.
- Trade
 - Sales force
 - Consumer
 - Intermediaries
35. **Public relations** involve a variety of programmes designed to promote or protect the company's image or its individual products.
- Personal selling
 - Sales promotion
 - Direct marketing
 - Public relations

36. Marketing channels form a sub variable of **place** mix

- a) Place
- b) price
- c) Promotion
- d) Product

37. Marketing **channels** creates time, place and possession utilities.

- a) Plan
- b) Department
- c) Channels
- d) Idea

38. Promotion mix is also called **communication** mix.

- a) Place
- b) Communication
- c) Price
- d) Marketing

39. **Personal** selling is used in case of complex and expensive products and in markets with fewer buyers.

- a) Aggressive
- b) Forceful
- c) Public
- d) Personal

40. The **objectives** of the promotion campaign affect the selection of the promotion tools the most.

- a) Time
- b) Duration
- c) Extent
- d) Objectives

41. Advertising **is non-personal** in nature.

- a) Non personal
- b) Personal
- c) Special
- d) Private

42. **Patronage** awards are given to those customers who are loyal to the organisation and its product.

- a) Jury
- b) National
- c) State
- d) Patronage

43. A **warranty** is an assurance given about the quality of a product sold.

- a) Promise
- b) Warranty
- c) Statement
- d) Logo

44. In **direct marketing** companies sell their products directly to the consumers by eliminating intermediaries from the channel of distribution.

- a) Personal selling
- b) Sales promotion
- c) Direct marketing
- d) Public relation

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

1. 3PL refers to providing multiple logistics services to customers. **True**
2. A channel of distribution is the route taken by the title to the product as it moves from the producers to the ultimate consumer or industrial user. **True**
3. A three level channel is suitable if the product is manufactured and sold locally. **False**
4. A zero level channel is one in which there are multiple intermediaries. **False**
5. Adjustment in marketing mix variables are made in order to meet customer satisfaction. **True**
6. Advertising helps advertiser to create a separate and a distinct image for his brand. **True**
7. Advertising is a personal tool of communication. **False**
8. Advertising is an element of promotion mix. **True**
9. Advertising through mass media is personal in nature. **False**
10. Analytical thinking breaks down complex problems into single component. **True**
11. Artificial intelligence is the intelligence of men. **False**
12. Brand consciousness is still to hit the rural marketers. **False**
13. Career potential in marketing is strictly limited. **False**
14. Celebrity endorsements are fair weather friends. **True**
15. Consumer promotional tools are those tools which are directed towards intermediaries. **False**
16. Corporate communication means promoting understanding of the organisation amongst its employees only. **False**
17. Demonstrations are needed in case of services to understand the features and uses if the services. **False**
18. Direct channels are more common in industrial products and high priced complex products like computers. **True**
19. Discriminatory pricing is unethical. **False**
20. Ethical standards in marketing are national in character. **False**
21. Follow the leader positively is a strategy of market followers. **False**
22. Green marketing and environmental audit are inseparable. **True**
23. Green marketing contributes to the battlement of public health. **True**
24. Green marketing is restricted to marketing of products only. **False**
25. In directing marketing, companies sell their products directly to the consumers by eliminating intermediaries from the channel of distribution. **True**
26. In horizontal channel of distribution, two producers combine their resources to jointly sell their products. **True**

27. In periodic inventory system, a physical count of inventory is done at specific intervals. **True**
28. In rural marketing, brand identity is created through the visual logo of the product. **True**
29. In social networking sites people do not discuss brands and services openly. **False**
30. In telemarketing the manufacturer directly reaches the consumer on telephone. **True**
31. Inbound logistics focus on purchase and movement of materials, part of finished products from suppliers to manufacturing units. **True**
32. Inbound logistics involves movement of finished goods from the manufacturing unit to the final consumers. **False**
33. Indirect marketing channel refers to distribution of goods with the help of intermediaries. **True**
34. Innovation makes brands successful. **True**
35. Internet economy in India is a major contributor to GDP. **True**
36. John Bately, an American marketing expert coined the expression 'marketing mix'. **False**
37. Knowledge design is not a component of database management. **False**
38. Logistics is an element of promotion mix. **False**
39. Market challenger offers price discount to consumers. **True**
40. Market leader is a winner whereas the challenger is like a runner-up. **True**
41. Market niches adjust their marketing strategies as per the local conditions. **True**
42. Marketing channels create time, place and possession utilities. **True**
43. Marketing channels does not include the producer and the ultimate consumers. **False**
44. Marketing channels form a sub-variable of price mix. **False**
45. Marketing channels transfer the ownership of goods from the manufacturing unit to the final consumers. **True**
46. Marketing managers face challenges in tracking new trends. **True**
47. Marketing mix can be applied to both business as well as non-business organisation like clubs, hospitals, educational institutes etc. **True**
48. Marketing mix is not a consumer oriented concept. **False**
49. Marketing mix is the term that is used to describe the combination of the four inputs that constitute the core of a company's marketing system: the product, the price structure, the promotion activities and the distribution system. **True**
50. Mobile apps allow direct payment and targeted advertising. **True**
51. Mumbai Grahak Panchayat is a professional organisation. **False**
52. One level channel is the best channel for distribution. **False**
53. Over spending on promotion can lead to failure of brand. **False**
54. Patronage awards are given to those customers who are loyal to the organisation and its products. **True**

55. Patronage awards are given to those customers who often change brand loyalty. **False**
56. Perpetual inventory system is less costly to implement. **False**
57. Perpetual inventory system, increases accounting efficiency. **True**
58. Personal selling is suitable if the consumers are spread over vast geographic areas. **False**
59. Personal selling is the personal communication of information to persuade someone to buy something. **True**
60. Place mix is also called marketing communication mix. **False**
61. Premium is gift offered along with the product in order to induce the consumers to buy the brand. **True**
62. Product includes not only tangible goods but also intangible goods like services and ideas. **True**
63. Promotion mix is the element in an organisations marketing mix that serves to inform, persuade and remind the market of a product. **True**
64. Public relation is an element of integrated marketing communication. **True**
65. Public relations involve a variety of programmes designed to promote or protect the company's image or its individual products. **True**
66. Publicity is an element of price mix. **False**
67. Sales force promotion tools are useful in gathering business leads, motivating sales force to greater effort and to aggressively push the product in the market to increase sales. **True**
68. Sales promotions are long- term promotional incentives. **False**
69. Speciality advertising involves low cost items like calendars, key chains, etc. bearing the company's name, addresses, and a sales message. **True**
70. The channels members undertake the risk in the marketing of goods and services. **True**
71. The consumer organisations create awareness about consumer rights. **True**
72. The extent of competition does not affect the promotion mix of an organization. **False**
73. The marketing mix variable need not be interlinked to one another. **False**
74. The price mix has various sub variables, such as credit sales, instalment payment, discounts, gifts terms of credit etc. **True**
75. There is a fixed formula for marketing mix which can be ideal under all situations. **False**
76. There is nothing like a 'right 'marketing mix. **True**
77. Trade promotion tools are promotional tools directed towards the intermediaries like the wholesalers and retailers in order to motivate them to stock the manufacturers brand and resell it to the consumers. **True**
78. Under penetration strategy, product is introduced with a high price in the market. **False**
79. Under perpetual inventory system, the organization keeps continuous records of inventories. **True**

80. Under skimming pricing strategy, product is introduced with low price in the market. **False**

81. Viral marketing is e- word of mouth. **True**

82. Viral marketing is e- word of mouth. **True**

83. Voice mail is a system of receiving and storing oral message at a telephone address. **True**

84. Warehousing is an important component in business supply chain. **True**

85. Warranty is an assurance given about the quality of a product sold or hired. **True**

86. Zero level channels is also called the direct channel_of distribution. **True**