

OBJECTIVE QUESTIONS**Q.1 FILL IN THE BLANKS****MODULE-I- INTRODUCTION TO MARKETING**

1. **Production** concept of marketing balance between social welfare and profit.
 - a. Product
 - b. Selling
 - c. Production
2. The marketing concept was replaced by **societal concept** after 1980s
 - a. Selling concept
 - b. Societal concept
 - c. Holistic concept
3. According to **product** concept, consumers will prefer products that offer best quality, performance or innovative features.
 - a. Product
 - b. Exchange
 - c. Selling
4. Marketing research acts as a **commercial** intelligence of marketing firms.
 - a. Economic
 - b. Financial
 - c. Commercial
5. **MR** acts as one component of marketing information system.
 - a. MR
 - b. MIS
 - c. External marketing information
6. Consumer behaviour is always **unstable**
 - a. Stable
 - b. Unstable
 - c. Steady
7. **Age** is an element of demographic segmentation.
 - a. Personality
 - b. Age
 - c. Attitude
8. Market segmentation **divides** the total market
 - a. Multiplies
 - b. Subtracts
 - c. Divides
9. Undifferentiated marketing strategy gives the benefit of **wide** market.
 - a. Small
 - b. Medium
 - c. Wide

10. In mass marketing strategy, market segmentation is not **introduced**.
- Introduced
 - Not introduced
 - Occasionally introduced
11. CRM **helps in** customer retention.
- Helps in
 - Provides no help in
 - Is against
12. Target marketing is **next to** market segmentation.
- Prior
 - Next to
 - Much before
13. There are **five** patterns of target market selection.
- Two
 - Four
 - five
14. Mass marketing is **totally different from** market segmentation.
- Identical
 - Totally different from
 - Similar to
15. One technique of building CRM is **data mining**.
- Data mining
 - MIS
 - Marketing research
16. The **marketing** concept rests on four pillars: target market, customer needs, integrated marketing and profitability.
- Product
 - Production
 - Marketing
 - Holistic
17. With the help of **marketing research** marketers can analyses customer behaviour.
- Marketing research
 - Enterprise
 - Production concept
 - None of these
18. **Full market coverage** is one of the patterns of target market selection.
- Full market coverage
 - Half market coverage
 - Middle market coverage
 - All of these
19. Marketing is the world's **oldest** profession.
- Oldest
 - Newest
 - latest

20. **Logistics** includes road transport and its applications.
- Shipment
 - Logistics
 - Exports
21. **Holistic** marketing has four components: relationship marketing, integrated marketing, internal marketing and performance marketing.
- Relationship
 - Societal
 - Holistic
22. **Strategic** marketing maintains a high degree of flexibility and accountability.
- Traditional marketing
 - Strategic marketing
 - Marketing mix
23. Marketing **intelligence** provides information on the external marketing environment.
- Research
 - Intelligence
 - System
24. Data **mining** is used by companies to transform new data into useful information.
- Tabulation
 - Analysis
 - Mining
25. **Target marketing** is a part of marketing strategy.
- Strategic marketing
 - Target marketing
 - Export marketing
26. The **Traditional** concept of marketing revolved around profit maximization.
- Traditional
 - Modern
 - Societal
 - Segmentation
27. **Marketing** concept revolves around the customer.
- Production
 - Marketing
 - Exchange
 - Selling
28. **Exchange** is the oldest concept of marketing.
- Product
 - Exchange
 - Production
 - Marketing

29. **Product** concept of marketing follows product excellence.
- Selling
 - Societal
 - Product
 - Marketing
30. Fulfilling social responsibility is one of the essentials of **societal** concept.
- Societal
 - Production
 - Product
 - Exchange
31. According to **Exchange** concept, exchange of a product between the seller and the buyer is the central idea of marketing.
- Product
 - Exchange
 - Production
 - Selling
32. According to **Production** concept, consumers will prefer products that are inexpensive and widely available.
- Product
 - Exchange
 - Selling
 - Production
33. **Product** concept states that the consumers will prefer products that offer the best quality, performance or innovative features.
- Product
 - Exchange
 - Selling
 - Production
34. According to **selling** concept, a company has to push its products in the market by undertaking selling efforts such as advertising, publicity, salesman ship, sales promotion etc.
- Product
 - Selling
 - Marketing
 - Societal
35. **Marketing** starts with determining consumer wants and ends with the satisfaction of those wants.
- Marketing
 - Product
 - Selling
 - None of the above
36. Organization, who support **societal** concept, work at a balance between the three objectives of companies profits consumer satisfaction and public interest.
- Marketing
 - Production
 - Societal
 - All of the above

37. **Marketing research** is concerned with collecting information about different aspects of marketing.
- Promotion research
 - Product planning
 - Pricing research
 - Marketing research
38. Product planning implies devising **products** of the markets.
- Distribution
 - Products
 - Promotion
 - pricing
39. **Branding** gives a distinctive and a separate identity to the product.
- Selling
 - Pricing
 - Branding
 - Research
40. **Personal selling** is a personal form of communication.
- Advertising
 - Sales promotion
 - Publicity
 - Personal selling
41. **Sales promotion** involves short terms incentives given by the sales in order to promote the sale of the product in the market.
- Advertising
 - Personal selling
 - Sales promotion
 - Public relation
42. **Marketing** is the process of planning and executing the conception, pricing, promotion and distribution of ideas, good and services to create the exchange that satisfy individual and organizational objectives.
- Selling
 - Direct marketing
 - Marketing
 - None of the above
43. The **marketing** concepts start with determining consumer wants & ends with the satisfaction of those wants.
- Marketing
 - Segmentation
 - Branding
 - Pricing
44. **Exchange** is the essence of marketing.
- Place
 - Time
 - Exchange
 - Money

45. Marketing leads to transfer of **ownership** from the manufacturer to the consumers.
- Service
 - Ownership
 - Money
 - Capital
46. **Holistic** concept of marketing takes in to consideration interest of all the stakeholders of business.
- Holistic
 - Production
 - Traditional
 - Exchange
47. Sales promotion is the **short** term incentives given by the seller in order to promote the sale of the product in the market.
- Long
 - Medium
 - Standard
 - Short.
48. **Advertising** is a non- personal form of mass communication.
- Sales promotion
 - Personal selling
 - Advertising
 - Direct marketing
49. Testing marketing means introducing a product in a **small** segment of the market.
- Large
 - Small
 - Medium
 - Urban
50. **Customer Relationship marketing** recognizes the importance of developing long term relationship with customers.
- Customer relationship
 - Green
 - Social
 - Traditional
51. **Strategic** marketing is the process of strategy development by regularly considering marketing environment and consumer satisfaction
- Strategic
 - Traditional
 - Social
 - Green
52. **Social** marketing is also known as marketing for social causes.
- Traditional
 - Societal
 - Social
 - Online

53. **Green** marketing refers to marketing of products that are presumed to be environmentally safe.
- Societal
 - Social
 - Tradition
 - Green
54. **Viral** marketing is the form of word of mouth marketing that aims to spread the message exponentially.
- Green
 - Viral
 - Social
 - Societal
55. **Mobile** marketing also refers to wireless marketing.
- Social
 - Green
 - Mobile
 - Societal
56. **Social** marketing refers to the application of the basic marketing principles to the design and implementation of programs and information campaigns that advance.
- Green
 - Social
 - Agriculture
 - Retail
57. **Green** marketing refers to the process of selling products or services based on their environmental benefits.
- Green
 - Social
 - Agriculture
 - Event
58. **Tele** marketing is the form of direct marketing.
- Green
 - Social
 - Viral
 - Tele

B. State whether the following statements are TRUE OR FALSE-**MODULE-I- INTORUDCTION TO MARKETING**

1. A company with limited resource mostly serves “ market niches” – True
2. As per the product concept, consumers will prefer products that are inexpensive and widely available. False
3. As per the production concept, exchange of a product between the seller and the buyer is the central idea of marketing. False
4. Availability of consumer credit improves the purchasing power -- True
5. Consumer behaviour is always predictable- False
6. Coordinating is a very important function of marketing – False
7. CRM increases customer complaints and grievances – False
8. Data mining covers information collection only and not data scanning – False
9. Data warehousing is one of the techniques in customer relationship management – True
10. E-commerce is any form of business transaction in which the parties interact electronically rather than by direct physical contact. True
11. Exchange is the essence of marketing. True
12. Fulfilling social responsibility is one of the essentials of modern marketing. True
13. Full market coverage is one of the five patterns of target market selection – True
14. Good CRM means satisfied customers – True
15. Good MIS should be decentralized – False
16. Green marketing does not make use of integrated marketing communication to communicate with the target audience. False
17. Internal marketing considers employees to be internal customers of the firm .True
18. Logistics relates to physical distribution of goods. True
19. Market segment facilitates effective product strategy for target market - True
20. Market segmentation helps in product positioning – True
21. Market segmentation is required in homogeneous market – False
22. Marketing concept has three parties : consumer, company and society – False
23. Marketing creates utilities – True
24. Marketing does not lead to transfer of ownership and tittle of goods from the manufacturer to the consumers. False
25. Marketing is applicable to commercial as well as non-commercial organizations. True
26. Marketing principles cannot be used for propagating social causes. False
27. Marketing research is a function of marketing. True

28. Marketing research is increasing the gap between the producers and consumers – **False**
29. MIS provides feedback on marketing development – **True**
30. MMS is a form of green marketing. **False**
31. MR and MIS are substitutes for each other – **False**
32. MR offers benefits only to marketers – **False**
33. Niche marketing involves marketing of product to everyone – **True**
34. Product constitute foundation of marketing programme – **True**
35. Relationship marketing is considered with building short term relationships with various stakeholders. **False**
36. Sales promotion is long term incentives given by the seller in order to promote the sales of the promotion in the market. **False**
37. Social marketing makes use of commercial marketing principles and tools. **True**
38. Social media marketing is a component of internet marketing. **True**
39. Social media sites such as Facebook and twitter can be used to approach target customers. **True**
40. Strategic marketing management has internal orientation. – **False**
41. Strategic marketing management is sales oriented – **False**
42. Study of consumer behaviour is a complex exercise – **True**
43. Telemarketing is a form of direct marketing. **True**
44. Test marketing means introducing a product in a small segment of the market. **True**
45. The main benefit of green marketing is sustainable development. **True**
46. The only function of packages is to protect the quality of the product. **False**
47. The product concept states that the consumers will prefer products that offer the best quality, performance or innovative features. **True**
48. The selling concept states that a company has to push its products in market by undertaking selling efforts such as advertising, publicity, salesmanship, sales promotion etc. **True**
49. The social concept believes in balancing between three objectives of company profit, consumer satisfaction and public interest. **False**
50. These days, many products have a compressed life cycle. **True**
51. Undifferentiated market ignores market segment difference and uses once common market offer – **True**
52. Use of social media is made in CRM. **True**
53. Viral marketing is a traditional form of marketing. **False**
54. Viral marketing refers to developing a live themed activity to promote a product, a cause or an organization. **False**