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PAPER-II

Code No.: 021802MM-I

BOOKLET FOR OBJECTIVE TYPE TEST

Answer *all* the Questions.

Full Marks : 100

Time Allowed : 1.30 Hours

GENERAL INSTRUCTIONS

Candidates should read the following instructions carefully before answering the questions:

1. Verify the seriality of the page numbers. If there is any discrepancy, bring it to the Invigilator's notice.
2. All the boxes, ovals and the entries in the Answer Sheet must be filled up using **Black Ball-Point Pen** only.
3. Before you mark in the Answer Sheet, please fill the following in the appropriate places:
 - Write name of the **Examination Centre**.
 - Write your full name in **Capital Letters**.
 - Put your Left Thumb Impression and full signature.
 - Write your Roll No. (10 digits) and darken the corresponding 10 ovals.
 - Darken the oval corresponding to your **Category**.
 - Darken the oval to denote your **Gender**.



4. All questions are of Multiple Choice answer type. Please darken only one of the four probable answers [A], [B], [C] or [D]. Darkening more than one oval means you are writing a wrong answer.
5. There will be negative marking for each wrong answer @1:4.
6. There are blank pages at the end of this Booklet for rough work.
7. **Hand over the OMR Answer Sheet to the Invigilator before leaving the Examination Hall.**
8. Please do not leave the Examination Hall until the examination is over.
9. Please do not fold, scratch, scrimp or tear any portion of the Answer Sheet by any chance as this will render the Answer Sheet unsuitable for computer evaluation. Keep the Sheet away from gum.
10. Please ensure that the blank dotted line along the left side of margin of side 1 as also the right side of side 2 is not damaged in any way as it may affect the computer evaluation.
11. If error is detected in any particular question the candidates are advised not to attempt the same. The Commission do not award any marks to questions having any type of error.

1. Modern Marketing has to
 - (A) take care of profitability.
 - (B) think about customers.
 - (C) Both (A) and (B)
 - (D) None of the above

2. "Marketing is a human activity directed at satisfying needs and wants through exchange process." — Who opined it?
 - (A) Cundiff
 - (B) Philip Korter
 - (C) American Marketing Association
 - (D) Hansen

3. With the changing business scenerio value added marketing activity consists of
 - (A) Product, Price, Promotion and Place.
 - (B) Person, Production, Planning and Principles.
 - (C) Policy, Programme, Planning, Premises.
 - (D) None of the above

4. _____ is the father of Modern Marketing.
 - (A) Peter Drucker
 - (B) Philip Korter
 - (C) Tester Wundemem
 - (D) Abraham Maslow

5. What does marketing do?
 - (A) Maximise customer satisfaction
 - (B) Maximization of profit
 - (C) Both (A) and (B)
 - (D) None of the above

6. "Many people want B.M.W., only few are able to buy." — This is the example of
 - (A) Need
 - (B) Want
 - (C) Demand
 - (D) Status

7. Marketing today is focusing its attention
 - (A) on the consumers.
 - (B) on the satisfaction of their needs.
 - (C) Both (A) and (B)
 - (D) None of the above

8. According to management guru Peter Drucker, "The aim of marketing is to _____".
 - (A) create customer value
 - (B) make selling unnecessary
 - (C) identify customer demands
 - (D) sell products

9. Marketing is a process which aims at _____.
 - (A) production
 - (B) profit making
 - (C) satisfaction of customer needs
 - (D) selling of product

10. When backed by buying power, wants become _____.
 - (A) social needs
 - (B) physical needs
 - (C) demand
 - (D) self-esteem needs

11. Which of the following is not factor of micro environment?

- (A) Economic environment
- (B) Public
- (C) The Company
- (D) Customer demand

12. The factors of population which have effect on the market are

- (A) age distribution
- (B) occupational status
- (C) family income
- (D) All of the above

13. Which of the following factors is not the factor of population that effects the market?

- (A) Educational background
- (B) Interest rate
- (C) Birth, Death and Marriage rates
- (D) Gender mix

14. Which of the following is not the economic factor that influences the marketing plan and programme?

- (A) Money supply
- (B) Price level
- (C) Social responsibility of business
- (D) Consumer credit

15. The _____ concept holds that customers and business, if left alone, will ordinarily not buy enough of the organization's products.

- (A) Production
- (B) Selling
- (C) Marketing
- (D) Holistic marketing

16. Social class group which earn through exceptional ability can be best classified as

- (A) upper middle
- (B) working class
- (C) lower upper
- (D) upper upper

17. Persons own living or interacting and acting pattern is classified as

- (A) social class
- (B) lifestyle
- (C) personal and self concept
- (D) None of the above

18. Needs of customers are triggered by

- (A) external stimuli
- (B) internal stimuli
- (C) Both (A) and (B)
- (D) None of the above

19. Personal factors include

- (A) online communities
- (B) personality and self concept
- (C) social class
- (D) roles and status

20. Which of the following would be the best illustration of sub-culture?

- (A) A religion
- (B) A group of close friends
- (C) Your University
- (D) A fraternity

21. Cultural factors must include
- (A) benefits and attitude
 - (B) occupation
 - (C) social class
 - (D) roles and status
22. If product performance exceeds customer expectations, customer is
- (A) satisfied
 - (B) dissatisfied
 - (C) delighted
 - (D) None of the above
23. The minor stimuli which determine when and how customer will respond in certain way can be called
- (A) Perception
 - (B) Cues
 - (C) Motives
 - (D) Both (A) and (B)
24. Social class who rely on relatives for assistance in trouble times and economic support are considered as
- (A) upper middle class
 - (B) working class
 - (C) middle class
 - (D) upper upper class
25. In adoption process for new products, customers seek information in the
- (A) Awareness stage
 - (B) Interest stage
 - (C) Evaluation and trial stage
 - (D) All the above
26. Mental process in which customer ends up as buyer of new product is called
- (A) Adoption process
 - (B) Cognitive dissonance
 - (C) Prepurchase behaviour
 - (D) Post-purchase behaviour
27. Buyer decision process starts with
- (A) need recognition
 - (B) information search
 - (C) evaluation of alternatives
 - (D) None of the above
28. Maslow's hierarchy of needs include
- (A) Physiological needs
 - (B) Self-actualization needs
 - (C) Esteem need
 - (D) All the above
29. In marketing, potential customer's familiarity with advertising creates
- (A) Brand familiarity
 - (B) Brand conviction
 - (C) Both (A) and (B)
 - (D) None of the above
30. Personal factors include
- (A) age and gender
 - (B) education
 - (C) income level
 - (D) All the above

31. Product must be exchangeable in terms of
(A) Price
(B) Money
(C) Either (A) or (B)
(D) Service
32. Which of the following is not the example of durable goods?
(A) T.V.
(B) Soap
(C) Washing Machine
(D) A.C.
33. Which of the following is the example of non-durable goods?
(A) Vacuum cleaners
(B) Goat meat
(C) Electric fan
(D) Induction cook top
34. Which of the following is the example of service?
(A) Soap
(B) Cooling machine
(C) Banking service
(D) Salt
35. In product life cycle's introductory stage, marketing objective is to
(A) create product awareness.
(B) maximize market share.
(C) defend market share and profits.
(D) reduce expenditure.
36. Mainly, chief resource of authority throughout allocation channel is
(A) Company
(B) Brand
(C) Distributor
(D) Customer
37. Careful brand management looks for product or services related to the
(A) Target audience
(B) Cost
(C) Profit
(D) All of the above
38. Profit related to New Product in its introductory stage is
(A) negative
(B) higher
(C) declining
(D) continuously rising
39. Which of the following is the external factor of pricing?
(A) Buyer behaviour
(B) Pricing objectives
(C) The nature of channel of distribution
(D) Product differentiation
40. Floor of product's price is set on the basis of
(A) Demand
(B) Supply
(C) Cost
(D) None of the above

41. Channel of distribution is also known as
- (A) Customer channel
 - (B) Trade channel
 - (C) Service Channel
 - (D) Target channel
42. Marketing channel are of
- (A) two types
 - (B) three types
 - (C) four types
 - (D) five types
43. The first step in decision making process of marketing channel design is
- (A) analysing customer needs.
 - (B) formulating the channel objectives.
 - (C) identifying the functions to be performed by the channel.
 - (D) evaluating the major channel alternatives.
44. Which of the following factors is not considered in the analysis of the nature of product?
- (A) Type
 - (B) Price
 - (C) Buying habit
 - (D) Size and weight
45. Most producers use _____ to bring their products to market.
- (A) Detailers
 - (B) Intermediaries
 - (C) Expeditors
 - (D) None of the above
46. Promotion involves _____.
- (A) Information
 - (B) Persuasion
 - (C) Influence
 - (D) All the above
47. Promotion is a _____.
- (A) non-price competition
 - (B) price based competition
 - (C) internal competition
 - (D) None of the above
48. The importance of promotion in the modern world of marketing may be
- (A) providing information
 - (B) increasing sales
 - (C) persuading customers
 - (D) All the above
49. Promotional activities involve _____.
- (A) advertisement
 - (B) sales promotion
 - (C) Both (A) and (B)
 - (D) None of the above
50. The objectives of advertising are
- (A) creation of new demand.
 - (B) increase in demand.
 - (C) increase in production.
 - (D) None of the above

51. Which of the following is the advantage of advertising?

- (A) Introduction of new product
- (B) Medium of large selling
- (C) Both (A) and (B)
- (D) More dependence on middlemen

52. Salesmanship refers to the _____ between the buyers and sellers.

- (A) oral conversation
- (B) face to face conversation
- (C) Both (A) and (B)
- (D) None of the above

53. The importance of salesmanship _____.

- (A) It can be able to increase in sales and profits.
- (B) It can create customer satisfaction.
- (C) It can create new customer.
- (D) All the above

54. Which of the following is the essential physical quality of the salesman?

- (A) Sound health
- (B) Alertness
- (C) Posture
- (D) Both (A) and (C)

55. Public relations are often used to supplement _____.

- (A) advertising
- (B) personal selling
- (C) Both (A) and (B)
- (D) None of the above

56. Which of the following is not the example of Publics?

- (A) Local community
- (B) Enemy
- (C) Financial community
- (D) Customers

57. Which of the following is not the interactive social media outlets?

- (A) Twitter
- (B) Facebook
- (C) Newsletter
- (D) Blogs

58. According to promotional mix method which follows corporate image building, handling infavourable events and stories to get favourable publicity is called

- (A) Sales Promotion
- (B) Advertising
- (C) Public Relation
- (D) Personal Selling

59. Promotion mix includes Sales Promotion, Personal Selling, Advertising and

- (A) Marketing
- (B) Sales
- (C) Publicity
- (D) None of the above

60. _____ emphasizes on the product and _____ emphasizes on the customers' needs and wants.

- (A) Marketing, selling
- (B) Selling, marketing
- (C) Consumer, customer
- (D) Marketing, customer

61. Sustainable Marketing Principle which states that company invests most of its resources to customer value building is classified as _____.
- (A) Customer Value Marketing
 - (B) Innovative Marketing
 - (C) Consumer Oriented Marketing
 - (D) None of the above
62. Movement by concerned Government Agencies and citizens towards improvement and protection of future and current living environment is called
- (A) Consumerism
 - (B) Environmentalism
 - (C) Seller Extroverst Seller
 - (D) None of the above
63. Types of major Online Marketing domain include
- (A) Business to Business
 - (B) Consumer to Consumer
 - (C) Business to Consumer
 - (D) All the above
64. Kind of Direct Marketing done by mailing point, digital or video catalogue is presented online or made available in stores is classified as
- (A) Direct Mail Marketing
 - (B) Kiosk Marketing
 - (C) Catalogue Marketing
 - (D) None of the above
65. Services or Products that customers buy immediately after noticing are classified as
- (A) Shopping Goods or Services
 - (B) Convenience Products and Services
 - (C) Both (A) and (B)
 - (D) None of the above
66. Which of the following is not a tangible dominant?
- (A) Detergents
 - (B) Automobiles
 - (C) Investment Management
 - (D) Soft drinks
67. Which of the following is not an element of physical evidence?
- (A) Equipment
 - (B) Employees Dress
 - (C) Employees Training
 - (D) None of the above
68. Which of the following is not a characteristic of business markets?
- (A) The nature of demand
 - (B) The buying process
 - (C) The high level of promotion
 - (D) The relationship
69. The development and maintenance of _____ between buying and selling organization is pivotal to success.
- (A) product
 - (B) relationship
 - (C) services
 - (D) system
70. Organizations that purchase goods and services that are then consumed as part of their production and manufacturing processes are referred to as _____.
- (A) institution
 - (B) users
 - (C) original equipment manufacturers
 - (D) distribution

71. Pure tangible goods and pure services are two extreme of _____.

- (A) exchange of goods
- (B) market offering
- (C) logistic channels
- (D) None of the above

72. The services a customer expects are called the _____ Service Package.

- (A) Expected
- (B) Primary
- (C) Secondary
- (D) Perceived

73. SSTTS refers to _____.

- (A) Service Standard Testing
- (B) Standard Service Technology
- (C) Self-service Technologies
- (D) Self-service Treatment

74. Added features to an offering are called _____ Service Features.

- (A) Expected
- (B) Secondary
- (C) Primary
- (D) Augmented

75. The development of _____ techniques has enabled organization to concentrate on their core process and to outsource all other activities.

- (A) Logistic Management
- (B) Team Management
- (C) Supply Chain Management
- (D) None of the above

76. Rural Markets and Rural Marketing involve a number of strategies which include _____.

- (A) Management of Demand
- (B) Developmental Marketing
- (C) Unique Selling Proposition (USP)
- (D) All the above

77. Family is one of the _____ factors that influence consumer behaviour.

- (A) personal
- (B) psychological
- (C) business
- (D) social

78. Organized Movement by Government Agencies and citizens towards betterment of buyers as compared to sellers is classified as _____.

- (A) Consumerism
- (B) Environmentalism
- (C) Seller Introvert Seller
- (D) None of the above

79. A customer means

- (A) a person who produces products.
- (B) a person who prepares accounts.
- (C) a person who buys products from business.
- (D) None of the above

80. Maintenance and Business Advisory Service are included in _____.

- (A) Business Service
- (B) Business Supplier
- (C) Industry Capital Item
- (D) None of the above

81. The major factors of micro environment are
- (A) Competition
 - (B) Customer Demand
 - (C) Marketing Intermediaries
 - (D) All the above
82. The various aspect of social and cultural environment are
- (A) changes in our lifestyle and social value.
 - (B) growing consumerism.
 - (C) social responsibilities of business.
 - (D) All the above
83. Marketing intermediaries provide _____.
- (A) transportation services
 - (B) warehousing
 - (C) financing and other services
 - (D) All the above
84. Good marketing is no accident but a result of careful planning and _____.
- (A) selling
 - (B) execution
 - (C) strategies
 - (D) research
85. Bread and Milk are which kind of products?
- (A) Convenience products
 - (B) Speciality products
 - (C) Shopping products
 - (D) Unsought products
86. Marketing is defined as a social and managerial process by which individuals and organization obtain what they need and want through:
- (i) Value creation
 - (ii) Exchange
 - (iii) Advertising
 - (iv) Negotiating
- (A) (i) and (ii)
 - (B) (ii) and (iv)
 - (C) (i) and (iii)
 - (D) (iii) and (iv)
87. Group which can exert influences on others because of specialized knowledge and skills is called
- (A) Opinion Leader
 - (B) Leading adopter
 - (C) Influential
 - (D) All the above
88. In social class grouping, white and blue collar workers with average pay can be classified as
- (A) upper middle
 - (B) working class
 - (C) middle class
 - (D) upper upper class
89. "Stages in adoption process" involves
- (A) Awareness stage
 - (B) Interest stage
 - (C) Evaluation and trial
 - (D) All the above
90. From where does a consumer collect information when need arise?
- (A) Personal sources
 - (B) Personal experience
 - (C) Commercial sources
 - (D) All the above

91. Targeting affluent customers with luxurious goods is an example of _____.

- (A) Income segmentation
- (B) Geographic segmentation
- (C) Behavioural segmentation
- (D) Psychographic segmentation

92. Young and impulsive people who seek excitement and variety can be best

- (A) innovators
- (B) non-innovators
- (C) experiences
- (D) non-achievers

93. Role of people in buying decision consists of

- (A) Influencer and Initiator
- (B) Decider
- (C) Buyer and User
- (D) All the above

94. The way the product is defined by consumers on important attributes is called

- (A) Market Segmentation
- (B) Image Psychology
- (C) Product Position
- (D) Market Targeting

95. Which of the following is not an example of intangible product?

- (A) Goodwill
- (B) Insurance
- (C) Cloth
- (D) Banking

96. Business can be defined in dimensions of

- (A) Customer groups
- (B) Customer needs
- (C) Technology
- (D) All the above

97. In brand mantra, process of defining category and selling brand boundaries is classified in dimension of

- (A) Communication
- (B) Inspiration
- (C) Simplifying
- (D) Straddling

98. Marketing response which comes into action after change happens is classified as

- (A) Geographical anticipation
- (B) Selective anticipation
- (C) Responsive anticipation
- (D) Reactive anticipation

99. Second step in customer value analysis is

- (A) assessing quantitative importance.
- (B) examining specific segment.
- (C) monitoring customer value.
- (D) identifying benefits.

100. Marketing concept which takes care of environment and customers is known as

- (A) Traditional Marketing
- (B) Modern Marketing
- (C) Orthodox Marketing
- (D) Societal Marketing