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PAPER-II

Code No.: 021802MM-II

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.

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Please Turn Over

1. Marketing is a function of the _____.
 - (A) Actual customers
 - (B) Prospective customers
 - (C) Marketers
 - (D) None of the above

2. Which of the following is included in the function of physical supply?
 - (A) Storage
 - (B) Transport
 - (C) Packaging
 - (D) All of the above

3. The group of elements price, product, promotion and place constitute
 - (A) Market mix
 - (B) Marketing mix
 - (C) Product mix
 - (D) Promotion mix

4. The concept of modern marketing was developed by
 - (A) Philip Kotler
 - (B) Stapleton
 - (C) P F Drucker
 - (D) Albert W Emery

5. Product planning is also known as
 - (A) Merchandising
 - (B) Assembling
 - (C) R & D
 - (D) None of the above

6. Branding is a function of _____.
 - (A) Research
 - (B) Exchange
 - (C) Physical supply
 - (D) Facilitating

7. The markets in which goods are bought and sold in small quantities.
 - (A) Wholesale market
 - (B) Retail market
 - (C) World market
 - (D) None of the above

8. Market where demand for goods is less than supply
 - (A) Buyers market
 - (B) Sellers market
 - (C) Retail market
 - (D) Wholesale market

9. Customer satisfaction is aimed at _____ concept.
 - (A) Production
 - (B) Holistic
 - (C) Modern marketing
 - (D) Selling

10. Macro-Marketing Environment is
 - (A) Largely uncontrollable
 - (B) Changing fast
 - (C) Influencing marketing decisions
 - (D) None of the above

11. A person who purchases a service either for his own consumption or for others is known as _____.

- (A) Buyer
- (B) Customer
- (C) Consumer
- (D) None of the above

12. Behaviour exhibited while purchasing salt is an example of _____.

- (A) Dissonance Reduction Buying Behaviour
- (B) Variety Seeking Buying Behaviour
- (C) Complex Buying Behaviour
- (D) Habitual Buying Behaviour

13. Consumers show _____ while buying new products on preference basis.

- (A) Dissonance Reduction Buying Behaviour
- (B) Variety Seeking Buying Behaviour
- (C) Complex Buying Behaviour
- (D) Habitual Buying Behaviour

14. Which of the following is an emotional motive?

- (A) Vanity
- (B) Social acceptance
- (C) Curiosity
- (D) All of the above

15. The positive feeling which arises after purchase causing inner comfort is known as _____.

- (A) Cognitive dissonance
- (B) Post purchase dissonance
- (C) Buyer's remorse
- (D) None of the above

16. Social status is an element of _____ factor.

- (A) Social class
- (B) Cultural
- (C) Personal
- (D) Economic

17. Sub-dividing of market into homogeneous sub-sections of customers is known as

- (A) Target marketing
- (B) Market segmentation
- (C) Product differentiation
- (D) None of the above

18. Which is not the criterion for effective segmentation?

- (A) Homogeneity
- (B) Measurability
- (C) Profitability
- (D) None of the above

19. The strategy where the marketer differentiates between different types of customers

- (A) Undifferentiated Marketing
- (B) Differentiated Marketing
- (C) Concentrated Marketing
- (D) Customized or Personalized Marketing

20. Identifying and providing different marketing mix for each of the segments is known as _____.

- (A) Undifferentiated Marketing
- (B) Differentiated Marketing
- (C) Concentrated Marketing
- (D) Customized or Personalized Marketing

21. Personal preference in designing flats, villas etc. are an example of _____.
- (A) Undifferentiated Marketing
 - (B) Differentiated Marketing
 - (C) Concentrated Marketing
 - (D) Customized or Personalized Marketing
22. Serving a small market is served by competitors is known as _____.
- (A) Local marketing
 - (B) Niche marketing
 - (C) Segment marketing
 - (D) Individual marketing
23. Shiny hair in case of a shampoo is a _____ utility.
- (A) Primary
 - (B) Evolved
 - (C) Generic
 - (D) None of the above
24. Which of the following is an element of demographic segmentation?
- (A) Family size
 - (B) Population density
 - (C) Religion
 - (D) All of the above
25. Motives which are driven by learning, perception and attitude are known as _____.
- (A) Emotional motives
 - (B) Patronage motives
 - (C) Psychological motives
 - (D) Rational motives
26. The act of creating an image about a product or brand in the consumers mind is known as _____.
- (A) Positioning
 - (B) Target marketing
 - (C) Market segmentation
 - (D) Product differentiation
27. Which of the following is the element of product differentiation?
- (A) The Product
 - (B) The Company
 - (C) The Consumer
 - (D) All of the above
28. Using the names of company's powerful brands for line extensions is _____.
- (A) Positioning by Product Attributes and Benefits
 - (B) Positioning by Brand Endorsement
 - (C) Positioning by Use, Occasion and Time
 - (D) Positioning by Corporate Identity
29. The companies that have become a tried and trusted household name are
- (A) Positioned by Product Attributes and Benefits
 - (B) Positioned by Brand Endorsement
 - (C) Positioned by Use, Occasion and Time
 - (D) Positioned by Corporate Identity
30. Anything that has the ability to attract a consumer is known as _____.
- (A) Price
 - (B) Package
 - (C) Product
 - (D) Promotion

31. Products seen as having extension potential into other markets
- (A) Local Products
 - (B) Multinational Products
 - (C) International Products
 - (D) Global Products
32. Trade mark is a _____.
- (A) Name
 - (B) Registered brand
 - (C) Symbol
 - (D) Design
33. Brands owned and developed by producers are known as
- (A) Manufacturer brands
 - (B) Individual brands
 - (C) Family brands
 - (D) Dealer
34. Which of the following is a limitation of branding?
- (A) It is expensive.
 - (B) It reduces selling efforts.
 - (C) It promotes unfair competition .
 - (D) It leads to brand monopoly.
35. Revenue producing element in the marketing mix is
- (A) Product
 - (B) Price
 - (C) Place
 - (D) Promotion
36. Brands add value for both customers and the firm by
- (A) Facilitating purchase
 - (B) Establish loyalty
 - (C) Both (A) and (B)
 - (D) None of the above
37. Which of the following is a component of brand equity?
- (A) Brand awareness
 - (B) Brand association
 - (C) Brand loyalty
 - (D) All of the above
38. Air conditioners are an example of _____ goods.
- (A) Brown
 - (B) White
 - (C) Red
 - (D) Orange
39. _____ goods are purchased without any planning or search effort.
- (A) Staple
 - (B) Convenience
 - (C) Emergency
 - (D) None of the above
40. _____ goods are purchased on a regular basis.
- (A) Habitual
 - (B) Impulse
 - (C) Emergency
 - (D) None of the above

41. _____ influence product line decisions.
- (A) Customer preference
 - (B) Change in demand
 - (C) Product specialization
 - (D) All of the above
42. Rising profits is a feature of _____ stage of PLC.
- (A) Growth
 - (B) Introduction
 - (C) Maturity
 - (D) Saturation
43. Revival plans to reintroduce the product in more modified form is adopted in _____ stage of PLC.
- (A) Introduction
 - (B) Maturity
 - (C) Decline
 - (D) Growth
44. After sales service is needed for
- (A) Core product
 - (B) Augmented product
 - (C) Tangible product
 - (D) None of the above
45. The set of all the products a firm made available to consumers buy is called
- (A) Product line
 - (B) Product mix
 - (C) Product category
 - (D) None of the above
46. Setting price on the basis of the total cost per unit is known as _____.
- (A) Markup Pricing
 - (B) Demand Based Pricing
 - (C) Competition Based Pricing
 - (D) Value Based Pricing
47. Pricing method based on customer value is known as _____.
- (A) Cost Based Pricing
 - (B) Demand Based Pricing
 - (C) Competition Based Pricing
 - (D) Value Based Pricing
48. When a firm sets a very low price for one or more of its products with the intention of driving its competitors out of business:
- (A) Predatory Pricing
 - (B) Economy Pricing
 - (C) Psychological Pricing
 - (D) Loss Leader Pricing
49. Razor manufacturer will charge a low price and recoup its margin (and more) from the sale of the only design of blades which fit the razor. This is an example of _____.
- (A) Predatory Pricing
 - (B) Economy Pricing
 - (C) Psychological Pricing
 - (D) Captive Product Pricing
50. Where sellers combine several products in the same package is known as _____.
- (A) Psychological Pricing
 - (B) Captive Product Pricing
 - (C) Product Bundle Pricing
 - (D) Promotional Pricing

51. When there is a large potential market for a product, the firm will adopt

- (A) Skimming price policy
- (B) Penetration price policy
- (C) Premium price policy
- (D) None of the above

52. A price reduction to buyers who pay their bills promptly is called

- (A) Trade discount
- (B) Cash discount
- (C) Seasonal discount
- (D) Quality discount

53. _____ are the retailers who have no fixed place of business.

- (A) Large scale retailers
- (B) Itinerant retailers
- (C) Small scale retailers
- (D) None of the above

54. Departmental store is an example of

- (A) Second hand goods seller
- (B) Large scale retailer
- (C) Multiple shops
- (D) None of the above

55. _____ marketing uses telecommunication devices to reach prospective customers.

- (A) Direct marketing
- (B) Telemarketing
- (C) Catalogue marketing
- (D) All of the above

56. Transport system creates _____ utility.

- (A) Place utility
- (B) Time utility
- (C) Customer utility
- (D) All of the above

57. Warehousing creates _____ utility.

- (A) Product utility
- (B) Place utility
- (C) Time utility
- (D) Customer utility

58. _____ is a system of selling goods directly to customers through a network of self employed people.

- (A) Multilevel marketing
- (B) Whole sale marketing
- (C) Vertical marketing
- (D) None of the above

59. Multilevel marketing is also called

- (A) Pyramid selling
- (B) Hybrid selling
- (C) Horizontal selling
- (D) None of the above

60. _____ is not called shopping.

- (A) Self service
- (B) Mail order Business
- (C) Retail chain
- (D) Showroom sale

61. The strategy of using a single outlet is called
 (A) Intensive distribution
 (B) Cohesive distribution
 (C) Wide distribution
 (D) None of the above
62. The best channel of distribution for LED TV is
 (A) Direct marketing
 (B) Mail order Business
 (C) Self service
 (D) Dealer Network
63. _____ means the process of marketing through which the goods flow from the producer to consumer.
 (A) Channel of distribution
 (B) Direct marketing
 (C) Intensive distribution
 (D) None of the above
64. In a small market _____ is better.
 (A) Three level channel
 (B) Two level channel
 (C) Direct marketing
 (D) All of the above
65. Sorting and grading of goods is considered as the function of
 (A) Wholesalers
 (B) Retailers
 (C) Managers
 (D) None of the above
66. _____ are those who obtain goods with a view to selling them on commission.
 (A) Merchant middlemen
 (B) Agent middlemen
 (C) Facilitators
 (D) All of the above
67. The major four elements of distribution mix are channels of distribution, transportation, Warehousing, and _____.
 (A) Inventory
 (B) Channel
 (C) Direct marketing
 (D) None of the above
68. The three major types of non store retailing are direct selling, direct marketing and _____.
 (A) Automatic vending
 (B) Self service store
 (C) Retail chain
 (D) None of the above
69. Direct marketing is found more suitable to which of the following products?
 (A) Agriculture products
 (B) TV
 (C) Shoes
 (D) Vacuum cleaner
70. Which company is the pioneer in the direct marketing?
 (A) Cipla
 (B) Avon cosmetics
 (C) Johnson & Johnson
 (D) Eureka Forbs

71. _____ is a system of branch shops operated under a centralized management and dealing in similar lines of goods.

- (A) Super market
- (B) Multiple shops
- (C) Self service store
- (D) None of the above

72. _____ is a vertically integrated channel.

- (A) Administered
- (B) Contractual
- (C) Corporate
- (D) None of the above

73. _____ channel is one in which two or more companies join together to exploit a marketing opportunity either by themselves or by creating an independent unit.

- (A) Horizontal channel
- (B) Vertical channel
- (C) Cross channel
- (D) None of the above

74. _____ is a function of wholesaler.

- (A) Warehousing
- (B) Transporting
- (C) Risk bearing
- (D) All of the above

75. _____ is a retailer who has fixed place of business in a locality but goes on changing his place to exploit the market opportunities.

- (A) Cheap-jacks
- (B) Hawkers
- (C) Market traders
- (D) None of the above

76. _____ factor is considered as an important one while selecting channel of distribution.

- (A) Product
- (B) Market factor
- (C) Price
- (D) All of the above

77. The retailer sells goods in _____.

- (A) Huge quantity
- (B) Small quantity
- (C) Not sufficient
- (D) None of the above

78. Big Bazar is an example of _____ type of shop.

- (A) Multiple shops
- (B) Departmental store
- (C) Super market
- (D) Departmental store & Super market

79. If goods directly move from producer to consumer, it is known as

- (A) One level channel
- (B) Zero level channels
- (C) Two level channel
- (D) None of the above

80. _____ retailers open their shops on fixed days or dates in a specified area.

- (A) Hawkers
- (B) Kiosks
- (C) Market traders
- (D) None of the above

81. _____ are generally food stores that are much smaller in size than in supermarkets.

- (A) Convenient store
- (B) Discount store
- (C) Specialty store
- (D) None of the above

82. Sales promotion includes _____.

- (A) Advertising
- (B) Transfer of title from the seller to the buyer
- (C) After Sales Service
- (D) None of the above

83. If the product passes through a longer channel of distribution, the marketer will have to give importance to

- (A) Advertising
- (B) Personal selling
- (C) Direct selling
- (D) None of the above

84. If advertising gives focus on a particular market, it is known as

- (A) Product advertisement
- (B) Market advertisement
- (C) Institutional advertisement
- (D) None of the above

85. When the advertisement is to create an image or reputation of the firm, it is a case of

- (A) Product advertisement
- (B) Institutional advertisement
- (C) Market advertising
- (D) None of the above

86. _____ advertisement stresses on comparative features of two brands

- (A) Comparative advertisement
- (B) Complimentary advertisement
- (C) Niche advertisement
- (D) None of the above

87. When manufacturers, wholesalers and retailers jointly share the expenditure on advertising, it is called

- (A) Joint advertising
- (B) Co-operative advertising
- (C) Sponsored advertising
- (D) None of the above

88. _____ refers to duplicating the brand image of one product to promote another product of the same brand.

- (A) Surrogate advertising
- (B) Shortage advertising
- (C) Advocacy advertising
- (D) None of the above

89. _____ is a step in advertising campaign

- (A) Market analysis
- (B) Determining ad objectives
- (C) Selecting ad media
- (D) All of the above

90. A good catchy phrase used and repeated often in an advertisement is _____.

- (A) Idea
- (B) Brand name
- (C) Trade mark
- (D) Slogans

91. USP stands for

- (A) Universal Service Provider
- (B) Upper Service position
- (C) Unique Selling Proposition
- (D) None of the above

92. _____ is not a post test to evaluate advertising effectiveness.

- (A) Real Test
- (B) Opinion research
- (C) Association test
- (D) Portfolio test

93. _____ is not a consumer promotion scheme.

- (A) Samples
- (B) Advertising material
- (C) Coupons
- (D) Rebates

94. _____ is a sales force promotion scheme.

- (A) Bonus to sales force
- (B) Slotting allowance
- (C) Sales force contests
- (D) All of the above

95. Which of the following is not an element of promotion mix?

- (A) Advertisement
- (B) Branding
- (C) Personal selling
- (D) Sales promotion

96. _____ type of advertisement is used when the product enters into growth stage of PLC

- (A) Selective advertising
- (B) Reminder advertising
- (C) Primary advertising
- (D) None of the above

97. The process of direct communication between the sales person and a prospect is called

- (A) Personal selling
- (B) Direct marketing
- (C) Advertising
- (D) None of the above

98. Selling the products only through a single wholesaler or retailer is called -

- (A) Extensive distribution strategy
- (B) Exclusive distribution strategy
- (C) Selective distribution strategy
- (D) Mass merchandise strategy

99. The number of product lines a company carries is called -

- (A) Product line length
- (B) Product range
- (C) Product mix depth
- (D) Product mix width

100. In multi level channel arrangement Jobber stands in between -

- (A) Wholesaler and retailer
- (B) Retailer and consumer
- (C) Manufacturer and wholesaler
- (D) Manufacturer and retailer