

Marketing Management

Question 1.

Scope of _____ is limited but scope of _____ is wider.

- (a) Marketing, Selling
- (b) Selling, Marketing
- (c) Marketing, Publicity
- (d) Selling, Manufacturing

▼ [Answer](#)

Answer: (b) Selling, Marketing

Question 2.

Airtight containers and packets used for chips, biscuits, and jams, etc., are the example of

- (a) Product differentiation
- (b) Product identification
- (c) Product promotion
- (d) Product Protection

▼ [Answer](#)

Answer: (d) Product Protection

Question 3.

The Basic role of marketer is to _____

- (a) Sell the product
- (b) Advertise only
- (c) Earn more and more profits
- (d) Identify a need and fill it

▼ [Answer](#)

Answer: (d) Identify a need and fill it

Question 4.

Which of the following is the part of the marketing mix?

- (a) Price
- (b) Product
- (c) Place and Promotion
- (d) All of the above

▼ [Answer](#)

Answer: (d) All of the above

Question 5.

Which of the following is not concerned with the 'Price'?

- (a) Advertising
- (b) Discounts
- (c) List price
- (d) Margins

▼ [Answer](#)

Answer: (a) Advertising

Question 6.

SWOT Analysis is a strong part of _____

- (a) Marketing
- (b) Selling
- (c) Publicity
- (d) None of the above

▼ [Answer](#)

Answer: (a) Marketing

Question 7.

Which of the following is a good quality of a good salesperson?

- (a) Mental quality
- (b) Honesty
- (c) Communication skills
- (d) All of the above

▼ [Answer](#)

Answer: (d) All of the above

Question 8.

_____ refers to the act of designing and producing the container or wrapper of a product.

- (a) Trade Mark
- (b) Brand Name
- (c) Copyright
- (d) Packaging

▼ [Answer](#)

Answer: (d) Packaging

Question 9.

_____ Activities start after the product has been developed.

- (a) Selling
- (b) Publicity

- (c) Marketing
- (d) None of the above

▼ [Answer](#)

Answer: (a) Selling

Question 10.

Under marketing mix which of the following is not a part of Product?

- (a) List price
- (b) Quality
- (c) Design
- (d) Brand Name

▼ [Answer](#)

Answer: (a) List price

Question 11.

Discounts, coupons, contests, free samples and offering extra quantity, etc., are the examples of _____

- (a) Channels of distribution
- (b) Personal Selling
- (c) Sales Promotion
- (d) None of the above

▼ [Answer](#)

Answer: (c) Sales Promotion

Question 12.

The word 'Market' has come from the Latin word _____

- (a) Marketo
- (b) Marketio
- (c) Marcatus
- (d) Matico

▼ [Answer](#)

Answer: (c) Mercatus

Question 13.

Which of the following is a brand name?

- (a) Nike
- (b) Woodland
- (c) Asian Paints
- (d) All of the above



▼ [Answer](#)

Answer: (d) All of the above

Question 14.

Which of the following is a direct channel of distribution?

- (a) Manufacturer, wholesaler, retailer, customer
- (b) Manufacturer to customer
- (c) Manufacturer, retailer, customer
- (d) None of the above

▼ [Answer](#)

Answer: (b) Manufacturer to customer

Question 15.

Which of the following is not a part of 'Place and Promotion'?

- (a) Warranties
- (b) Advertising
- (c) Personal selling
- (d) Sales Promotion

▼ [Answer](#)

Answer: (a) Warranties

Question 16.

_____ refers to designing the label to be put on the package

- (a) Pricing
- (b) Packaging
- (c) Branding
- (d) Labelling

▼ [Answer](#)

Answer: (d) Labelling

Question 17.

Which of the following is a function of packaging?

- (a) Product promotion
- (b) Product identification
- (c) Product protection
- (d) All of the above

▼ [Answer](#)

Answer: (d) All of the above



Question 18.

_____ refers to further packaging components necessary for storage and transportation.

- (a) Transportation package
- (b) Primary package
- (c) Secondary package
- (d) None of the above

▼ [Answer](#)

Answer: (a) Transportation package

Question 19.

Secondary package refers to _____

- (a) First layer of protection
- (b) Transportation package
- (c) Additional layers of protection
- (d) Immediate container

▼ [Answer](#)

Answer: (c) Additional layers of protection

Question 20.

Advertising lacks _____

- (a) Reaching to a large number of people
- (b) Covering market in short time
- (c) Direct Feedback
- (d) Impersonal communication

▼ [Answer](#)

Answer: (c) Direct Feedback

Question 21.

Which of the following starts from (starting point) factory _____

- (a) Product concept
- (b) Production concept
- (c) Selling concept
- (d) All of the above

▼ [Answer](#)

Answer: (d) All of the above

Question 22.

Which of the following is not a function of marketing?

- (a) Bending the customers according to product

- (b) Marketing planning
- (c) Product designing and development
- (d) Gathering and analysing market information

▼ [Answer](#)

Answer: (a) Bending the customers according to product

Question 23.

Providing information to the customers about the product, its features, and quality, etc., are part of:

- (a) Production
- (b) Pricing
- (c) Promotion
- (d) None of the above

▼ [Answer](#)

Answer: (c) Promotion

