

Part	sub/obj	Marks	Question	Answer Option 1	Answer Option 2	Answer Option 3	Answer Option 4	Correct Answer(A/B/C/D)	CO (any one)	Bloom's Taxonomy Level (any One most relevant only)
A	obj	1	In a local market, which one of the following is not likely to be sold?	Meat	Fruits	Transformers (electric)	Grocery Items	C	CO1	L1
A	obj	1	Which Ngo had raised time and cried over the issue of contamination of Pepsi and Coke with pesticides?	Green Peace	Center for science and environment	Center for development of advanced computing	None of these	B	CO1	L2
A	obj	1	Maruti Suzuki buys 1,000 car tyres from JK Rubber ltd. Tyre, in this case, would be a/an	FMCG	Consumer good	Industrial good	White good	C	CO2	L1
A	obj	1	Marketing is a process that creates, communicates, and delivers.	Services to customers	Products to customers	Value to customers	Materialistic benefits to the customer	C	CO2	L1
A	obj	1	following is not a necessary condition to be met during the prod	ty is capable of commu	has to arrange its own logist	change. Each party h	All of the above	B	CO2	L3
A	obj	1	Our marketing mechanism is deemed successful only if –	We get money from him	Customer is fully satisfied by our products and services	We can sell more than our competitors	We can make more profit than our competitors	B	CO2	L1
A	obj	1	The major focus of the societal marketing concept is –	Profit only	Society's well being only	Satisfaction of customers only	All of these	D	CO2	L1
A	obj	1	Which one of the following is not a feature of a strategic business unit?	Distinct mission	Separate identify under the umbrella of the parent firm	unlimited powers in the hands of the CEO of SBU	Separate managing team	C	CO1	L1
A	obj	1	According to the BCG matrix. Does a star have the following feature?	Generates less cash	High market growth and low market share	High market share and industry growth	It will not become a cash cow after some time	C	CO2	L2
A	obj	1	According to the BCG matrix a cash cow.	Has a high market growth rate but small market share	Generates less cash for the firm	Requires firm to invest heavily in market	None of these	D	CO2	L1
A	obj	1	According to Ansoft's model of product/market expansion.	When products are new and markets are new, then a diversification strategy would be implemented	When products are present (or current) and markets are present (or current), then product development would be the right strategy	Product development is not feasible	None of these	A	CO2	L3
A	obj	1	Under the diversification strategy, the firm tries to –	Remain in the same product line	Move into other products lines but removes previous product lines	Move into new product lines and retains the existing product lines	All of these	C	CO2	L1
A	obj	1	In SWOT, the letter 'O' stands for –	Omnipresent (product lines)	Obvious (Marketing responses)	Occurrence (of trade cycles)	None of the above	D	CO2	L1
A	obj	1	If you are spending some money on print-media advertisements, you are, in fact, activating the following P.	Product	Price	Place	All of These	D	CO2	L1
A	obj	1	Which one of the following is not a prerequisite for a marketing audit?	Independent	Periodic	Brief	Systematic	C	CO2	L1
A	obj	1	Technology environment is part of firms.	Microenvironment	Macro environment	Task environment	Depends upon the nature of the firm's product range	B	CO2	L1

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A	obj	1	Internal publics of a firm are –	NGOs	Government Departments	Vendors	Employees	D	CO1	L1
A	obj	1	Which one of the following is not a demographic characteristic?	Migration	Consumption rate	Education level	Marital status	B	CO2	L1
A	obj	1	Which one of the following is a factor taken from the economic and natural environment?	Social legislation	Education level	Per capita consumption in rural areas (per month)	Metrosexual man	C	CO1	L1
A	obj	1	The higher the inflation, the –	Lower would be the purchasing power of consumers	higher would be the purchasing power of consumers	Least affected would be the consumers of all genres	Least affected would be the consumers of the creme de' la crème genre	A	CO2	L1
A	obj	1	The following technology would drastically reduce the size and cost of the material.	Biotechnology	Electronic production technology	Nanotechnology	All of those	C	CO2	L1
A	obj	1	Micro and macro environments are differentiated on the basis of size, complexity and –	Features	Performance	Size	Uncertainty	D	CO2	L1
A	obj	1	A well designed MIS serves as the –	Powerhouse of the firm	Marketing department of the firm	Nerve centre of the firm	All of those	C	CO2	L1
A	obj	1	A database in which the customer product and sales databases are included is called –	Mega database	Data warehouse	Information centre	Data centre	B	CO2	L1
A	obj	1	Which one of the following is not a benefit offered by MIS?	Marketing managers can analyze markets and marketing situations	It provides market information to managers	It helps production managers take decisions related to markets	It allows the firm to tap opportunities present in the market	C	CO2	L1
A	obj	1	The marketing decision support system (MDSS) links a decision-maker to –	Markets	Databases	Analysis tools	both B and C	D	CO2	L1
A	obj	1	Sales call report is a type of –	Monitoring information	Recurrent information	Customized information	None of these	B	CO2	L1
A	obj	1	The information collected from trade journals falls under the gamut of –	Customized information	Recurrent information	monitoring information	None of these	C	CO2	L1
A	obj	1	Which one of the following is not part of MIS?	Marketing research system	Internal records system	Marketing intelligence system	Power management system	D	CO1	L1
A	obj	1	The definition of marketing research includes the term “evaluate marketing actions” which one of the following is one of such actions?	Manufacturing of product package	Issue of leaflets at a conference	Getting a questionnaire filled up from a respondent in a market	Depositing a cheque, issued by a customer, in one firm's bank	B	CO2	L1
A	obj	1	Which one of the following is the third step in the process of marketing research?	Analyze the information	Develop the research plan and design	Present the findings	Collect the information	D	CO2	L1
A	obj	1	If we get data from a marketing research agency this data would be deemed.	Primary Data	Secondary Data	Tertiary Data	Raw Data	B	CO2	L1

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A	obj	1	What do reference groups do in the process of consumer buying b	They recommend to individuals a particular product or service	They provide benchmarks for comparing and evaluating group and personal characteristics	They buy products or services first and an individual buys them later	They dissuade an individual from buying a particular product or service	B	CO2	L1
A	obj	1	Which one of the following is not likely to affect consumers' buying behavior?	Occupation	Global economic meltdown	Education	None of these	D	CO2	L1
A	obj	1	If we try to meet more and more people and share our emotions with them, we are satisfying the following need.	Self-actualization	Physiological	Security	Social	D	CO2	L1
A	obj	1	If a consumer understands a wrong message in the right way, the firm would stand to –	Lose	Gain	Remain unaffected	None of these	B	CO2	L1
A	obj	1	If a consumer understands the right message in a wrong way, the firm would stand to –	Gain	Remain Unaffected	Lose	None of these	C	CO2	L1
A	obj	1	If a person buys a TV set and complaints to the TV showroom about its bad features he is suffering from –	Selective distribution	High involvement	Dissonance	Cognktive Dissonance	D	CO1	L4
A	obj	1	How can we reduce, or totally eliminate post-purchase dissatisfaction of consumers?	By offering him the same product at a low price in the next sales deal	By giving him a cents-off coupon	By promoting our product through media campaigns and telling the customer that his purchase was the best one	By informing the customer that he can return the product and take his money back if he has not liked it	C	CO1	L2
A	obj	1	In experimental Research the researcher manipulates one or nine variables in such a way that is the effect on one or more variables can be measured.	TRUE	FALSE	-	-	A	CO2	L1