

# National Testing Agency

**Question Paper Name:** Principles of Marketing  
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## Principles of Marketing

**Group Number :** 1  
**Group Id :** 41652969  
**Group Maximum Duration :** 0  
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**Revisit allowed for view? :** No  
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**Group Marks:** 100

## Principles of Marketing

**Section Id :** 41652969  
**Section Number :** 1  
**Section type :** Online  
**Mandatory or Optional:** Mandatory  
**Number of Questions:** 100  
**Number of Questions to be attempted:** 100  
**Section Marks:** 100  
**Display Number Panel:** Yes  
**Group All Questions:** No

**Sub-Section Number:** 1  
**Sub-Section Id:** 41652970  
**Question Shuffling Allowed :** Yes

**Question Number : 1 Question Id : 4165295586 Question Type : MCQ Option Shuffling : No Display Question Number : Yes**  
**Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The Exchange rates and currency risks are the -----factors

- A. Technical
- B. Political
- C. Economic
- D. Social

**Question Number : 2 Question Id : 4165295587 Question Type : MCQ Option Shuffling : No Display Question Number : Yes**  
**Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The corporate level planning involves designing of corporate-----

- A. Elements
- B. Mission
- C. Learning
- D. Components

**Question Number : 3 Question Id : 4165295588 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The organisations need to take advantage of market -----

- A. Threats
- B. Shocks
- C. Opportunities
- D. Limitations

**Question Number : 4 Question Id : 4165295589 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The managerial use of organisational resources is to build competitive ----- in the market

- A. Advantage
- B. Value
- C. Ethic
- D. Moral

**Question Number : 5 Question Id : 4165295590 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The CRM ----- help in treating clients more like a friend

- A. Values
- B. Software's
- C. Philosophy
- D. Value

**Question Number : 6 Question Id : 4165295591 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Many CRM vendors offer subscription-based web tools like -----

- A. Social customer
- B. Social value
- C. Cloud computing and SAS
- D. Social vision

**Question Number : 7 Question Id : 4165295592 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

.....philosophy and strategy has shifted to encompass social networks and user communities.

- A. Customer resource management
- B. Customer relationship management
- C. Customer review management
- D. Customer revival management

**Question Number : 8 Question Id : 4165295593 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The ----- provides tools and services that allow customers to manage their individual relationship with vendors.

- A. Vendor resource management
- B. Vendor relationship management
- C. Vendor review management
- D. Vendor management

**Question Number : 9 Question Id : 4165295594 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The 'push CRM' towards a ----- model has increased proliferation of channels, devices, and social media.

- A. Customer transparency
- B. Customer value
- C. Customer quality
- D. Customer equity

**Question Number : 10 Question Id : 4165295595 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Strategic ----- of customer data from across different business systems can produce a highly personalized sales approach

- A. Disintegration
- B. Integration
- C. Alliance
- D. Networks

**Question Number : 11 Question Id : 4165295596 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The CRM process needs to be a ----- process for updating and managing customer data

- A. Changing
- B. Consistent
- C. Declining
- D. Neutral

**Question Number : 12 Question Id : 4165295597 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The sales representative need to enter ----- information by providing an easy-to-use application

- A. Customer
- B. Competitor
- C. Stakeholder
- D. Vendor

**Question Number : 13 Question Id : 4165295598 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

CRM needs automatic ----- with calendar and import all of client-related meetings to build business to business automation software.

- A. Synchronization
- B. Collaboration
- C. Collateral
- D. Modification

**Question Number : 14 Question Id : 4165295599 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

.....is a combination of Supermarket and Departmental store

- A. Hypermarket
- B. Mall
- C. Local power market
- D. Store

**Question Number : 15 Question Id : 4165295600 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The term hypermarket was coined in ----- by Jacques Pictet.

- A. 1967
- B. 1968
- C. 1969
- D. 1987

**Question Number : 16 Question Id : 4165295601 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

..... is a large form of the traditional grocery store with self service shop offering a wide variety of food and household products.

- A. Department store
- B. Supermarket
- C. Local market
- D. Local vendors

**Question Number : 17 Question Id : 4165295602 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

..... is a commercial legal name under which a company does business

- A. Trade value
- B. Trade nomination
- C. Trade name
- D. Trade mission

**Question Number : 18 Question Id : 4165295603 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

These ----- are modern way of doing business in this technological era

- A. Electronic machines
- B. Value machines
- C. Vending machines
- D. Vending technology

**Question Number : 19 Question Id : 4165295604 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

.....is adding new products to same product category.

- A. Line development
- B. Line modification
- C. Line extension
- D. Line amplification

**Question Number : 20 Question Id : 4165295605 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

.....are popular brands in market which sell in market because of the umbrella of popular brands.

- A. Co pull
- B. Co brands
- C. Co products
- D. Co tangibles

**Question Number : 21 Question Id : 4165295606 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

.....is communication to promote and sell products and services through internet.

- A. e production
- B. e-marketing
- C. e-personnel
- D. e- auctions

**Question Number : 22 Question Id : 4165295607 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

.....takes title of goods, breaks bulk, stores and resells.

- A. Whole seller
- B. Retailer
- C. Agent
- D. Dealer

**Question Number : 23 Question Id : 4165295608 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

In ----- the prices of products go very high price.

- A. Inflation
- B. Deflation
- C. Stagflation
- D. Galloping inflation

**Question Number : 24 Question Id : 4165295609 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

In ----- prices of most of products will be low

- A. Deflation
- B. Inflation
- C. Stagflation
- D. Galloping inflation

**Question Number : 25 Question Id : 4165295610 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

.....is given to customers with total benefits associated with product to build performance

- A. Position
- B. Place
- C. Pace
- D. Package

**Question Number : 26 Question Id : 4165295611 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The ----- in vending machines is used to ensure consistency in the dispensed volume.

- A. Volume meter
- B. Flow meter
- C. Fluid meter
- D. Fluid motors

**Question Number : 27 Question Id : 4165295612 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The ----- is total number of items in a particular product line

- A. Width
- B. Height
- C. Length
- D. Breadth

**Question Number : 28 Question Id : 4165295613 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

In ----- competition, there are few players in market

- A. Monopolistic
- B. Oligopolistic
- C. Duopolistic
- D. Imperfect

**Question Number : 29 Question Id : 4165295614 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Psychological aspects related to product are the benefits and perceived risk.

- A. Physiological
- B. Psychological
- C. Tangible
- D. Physical

**Question Number : 30 Question Id : 4165295615 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The ----- element mix of marketing of product relates to many impacts to be created in market through the cost aspects.

- A. Place
- B. Promotion
- C. Price
- D. Pace

**Question Number : 31 Question Id : 4165295616 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

In the PLC concept , the introductory costs are -----

- A. Optimal
- B. High
- C. Low
- D. Neutral

**Question Number : 32 Question Id : 4165295617 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The cost of products increases with the -----phase of product life cycle

- A. Growth
- B. Maturity
- C. Decline
- D. Introductory

**Question Number : 33 Question Id : 4165295618 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The sales force ----- is impacted by technological gadgets

- A. Automation
- B. Modification
- C. Up gradation
- D. Extension

**Question Number : 34 Question Id : 4165295619 Question Type : MCQ Option Shuffling : No Display Question Number : Yes**  
**Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The ----- gathered within a CRM system helps to target a market segment for promotions that appeals to its members.

- A. Data
- B. Value
- C. Degree
- D. None of the above

**Question Number : 35 Question Id : 4165295620 Question Type : MCQ Option Shuffling : No Display Question Number : Yes**  
**Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The overall effect of CRM can ----- the retention of customers by serving them in a more focused and convenient way

- A. Decrease
- B. Increase
- C. Neutralize
- D. Normalize

**Question Number : 36 Question Id : 4165295621 Question Type : MCQ Option Shuffling : No Display Question Number : Yes**  
**Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The CRM software can help to implement ----- loyalty programs.

- A. Customer
- B. Stakeholder
- C. Competitor
- D. Supplier

**Question Number : 37 Question Id : 4165295622 Question Type : MCQ Option Shuffling : No Display Question Number : Yes**  
**Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The marketing mix of ----- can impact the location convenience of products

- A. Price
- B. People
- C. Place
- D. Pace

**Question Number : 38 Question Id : 4165295623 Question Type : MCQ Option Shuffling : No Display Question Number : Yes**  
**Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The reward points and bonuses can be given to ----- customers.

- A. Routine
- B. Regular
- C. Valuable
- D. Dying

**Question Number : 39 Question Id : 4165295624 Question Type : MCQ Option Shuffling : No Display Question Number : Yes**  
**Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

...is the information relevant to a company's markets, gathered and analyzed

- A. Market intelligence
- B. Market portal
- C. Market value
- D. Market bureaus

**Question Number : 40 Question Id : 4165295625 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Business intelligence is the process based on internal recorded events such as -----

- A. Infrastructure
- B. Facilities
- C. Sales, shipments and purchases
- D. Faculties

**Question Number : 41 Question Id : 4165295626 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Product ----- is the process of identifying and articulating market requirements.

- A. Planning
- B. Positioning
- C. Segmenting
- D. Targeting

**Question Number : 42 Question Id : 4165295627 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Product -----is to innovate a product

- A. Targeting
- B. Segmenting
- C. Adoption
- D. Positioning

**Question Number : 43 Question Id : 4165295628 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The customer acquisition can be ----- by advertising and CRM

- A. Decreased
- B. Neutralized
- C. Enhanced
- D. Modernize

**Question Number : 44 Question Id : 4165295629 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

...process refers to a process that occurs when a sales representative meets with a potential client for the purpose of transacting a sale

- A. Value creating
- B. Personal selling
- C. Marketing
- D. Accounting

**Question Number : 45 Question Id : 4165295630 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**



GST is an -----

- A. Indirect Tax
- B. Direct tax
- C. Sales tax
- D. None of the above

**Question Number : 46 Question Id : 4165295631 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

...refers to selling that occurs primarily at the wholesale or retail levels to determine customer needs

- A. Order designers
- B. Order taking
- C. Order references
- D. Order builders

**Question Number : 47 Question Id : 4165295632 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Order getters refer to field ----- which makes a sales presentation to win business to maintain relations with existing clients.

- A. Sales issuers
- B. Sales representatives
- C. Sales clients
- D. Actuaries

**Question Number : 48 Question Id : 4165295633 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The missionary sales person distributes ----- about products or services

- A. Facilities
- B. Information
- C. Infrastructure
- D. Informal networks

**Question Number : 49 Question Id : 4165295634 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

...scripts are highly detailed scripts which specify precise phrases to be used in given situations.

- A. Prescribed
- B. Created
- C. Spontaneous
- D. Variations

**Question Number : 50 Question Id : 4165295635 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The full form of CRM is -----

- A. Customer Relationship Management
- B. Customer Relative Mangers
- C. Competitors Relationship Management
- D. Connectors relationship management

**Question Number : 51 Question Id : 4165295636 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Salespeople should do their best to anticipate ----- of their customers and respectfully respond to them.

- A. Ethics
- B. Objections
- C. Values
- D. Morals

**Question Number : 52 Question Id : 4165295637 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

... is a type of consumption tax that is placed on a product whenever value is added at a stage of production and at final sale.

- A. Goods and Services Tax
- B. Sales Tax
- C. Value added Tax
- D. Value tax

**Question Number : 53 Question Id : 4165295638 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The last step in AIDA process is -----

- A. Aspiration
- B. Action
- C. Desire
- D. Assimilation

**Question Number : 54 Question Id : 4165295639 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The speed with which products are placed in the minds of customers relate to ----- element of marketing mix .

- A. Personal selling
- B. Pace
- C. Place
- D. Promotion

**Question Number : 55 Question Id : 4165295640 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The ----- distributes information about products or services, describes product attributes and leaves materials but does not normally close the sale.

- A. Visionary sales person
- B. Value sales person
- C. Missionary sales person
- D. Leader

**Question Number : 56 Question Id : 4165295641 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The last level of hierarchy in Maslow's theory of Needs is -----

- A. Love and Belonging
- B. Self actualization
- C. Esteem
- D. Self esteem

**Question Number : 57 Question Id : 4165295642 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Building -----is the process of selecting, organizing and interpreting information inputs to produce meaning.

- A. Ethics
- B. Perception
- C. Need
- D. Faculty

**Question Number : 58 Question Id : 4165295643 Question Type : MCQ Option Shuffling : No Display Question Number : Yes**  
**Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The ----- exposure is to create awareness for few selected inputs

- A. Disruptive
- B. Selective
- C. Wide
- D. Narrow

**Question Number : 59 Question Id : 4165295644 Question Type : MCQ Option Shuffling : No Display Question Number : Yes**  
**Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Individuals learn ----- through experience and interaction with other people

- A. Activity
- B. Attitudes
- C. Objects
- D. None of the above

**Question Number : 60 Question Id : 4165295645 Question Type : MCQ Option Shuffling : No Display Question Number : Yes**  
**Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Modern ----- is a shift towards personal independence and individualism and a preference for a healthy, natural lifestyle.

- A. Experiences
- B. Lifestyle
- C. Corporation
- D. Living

**Question Number : 61 Question Id : 4165295646 Question Type : MCQ Option Shuffling : No Display Question Number : Yes**  
**Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

.....behavior starts in the family unit

- A. Consumer
- B. Supplier
- C. Manufacturer
- D. Competitors

**Question Number : 62 Question Id : 4165295647 Question Type : MCQ Option Shuffling : No Display Question Number : Yes**  
**Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

.....acts an interpreter of social and cultural values for the individual

- A. Capital
- B. Family
- C. Money
- D. Beliefs

**Question Number : 63 Question Id : 4165295648 Question Type : MCQ Option Shuffling : No Display Question Number : Yes**  
**Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The retail outlet can earn more, if it is near to ----- stores

- A. Complimentary
- B. Parking
- C. Outskirts
- D. Supplementary

**Question Number : 64 Question Id : 4165295649 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Retail market potential is ----- sales value of products or product lines from all stores of particular retail trade area.

- A. Total
- B. Partial
- C. Double
- D. Triple

**Question Number : 65 Question Id : 4165295650 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The retail sales ----- is expected sales volume for anticipated period of time

- A. For value
- B. Forecast
- C. For vision
- D. Fore value

**Question Number : 66 Question Id : 4165295651 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The Product life cycle can be modified by changing dimensions of development through -----

- A. Targeting
- B. Innovation
- C. Segmenting
- D. Positioning

**Question Number : 67 Question Id : 4165295652 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

... is a process of associating high value to product for enhancing status and prestige .

- A. Segmenting
- B. Designing
- C. Branding
- D. Targeting

**Question Number : 68 Question Id : 4165295653 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

In ----- pricing, there is high, quality and status.

- A. Yield
- B. Skimming
- C. Prestige
- D. Penetration

**Question Number : 69 Question Id : 4165295654 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The ----- cost of inventory includes the warehouse rental cost, security and cooling cost, obsolesces and spoilage cost.

- A. Holding
- B. Ordering
- C. Supplementary
- D. Carrying

**Question Number : 70 Question Id : 4165295655 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The EOQ model establishes a tradeoff between -----

- A. Holding and ordering cost
- B. Supplementary and complimentary cost
- C. Prestige and focus cost
- D. Carrying cost and supplementary cost

**Question Number : 71 Question Id : 4165295656 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The -----communication is through letters, bulletins and meetings

- A. Formal
- B. Informal
- C. Informational
- D. Interpersonal

**Question Number : 72 Question Id : 4165295657 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Outsourcing of ----- processes allows businesses to focus on their core competencies

- A. Core
- B. Value
- C. Creative
- D. Non core

**Question Number : 73 Question Id : 4165295658 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The ----- environment of company is decided by goals, objectives and culture of company

- A. External
- B. Internal
- C. Competitive
- D. Positional

**Question Number : 74 Question Id : 4165295659 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The ----- statistics is an important parameter of retail market potential

- A. Atmosphere
- B. Population
- C. Stakeholder
- D. Supplier

**Question Number : 75 Question Id : 4165295660 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The----- is typically climate controlled and organized form of retailing

- A. Mall
- B. Haat bazaar
- C. Melas
- D. Departmental store

**Question Number : 76 Question Id : 4165295661 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

...is row of stores with parking in front of strip stores

- A. Strip centre
- B. Meela
- C. Haat market
- D. Malls

**Question Number : 77 Question Id : 4165295662 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The creation of "P" for ----- is to design convenience of location as an element of marketing mix

- A. Promotion
- B. Price
- C. Place
- D. Pace

**Question Number : 78 Question Id : 4165295663 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Merchandiser is responsible for promotion, display, sales forecast and maintenance of -----

- A. Stock production
- B. Stock operations
- C. Stock producers
- D. Stock levels

**Question Number : 79 Question Id : 4165295664 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The Arbitration and Conciliation Act came into existence in -----

- A. 1997
- B. 1998
- C. 1996
- D. 1999

**Question Number : 80 Question Id : 4165295665 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The employees state insurance act came into existence in-----

- A. 1947
- B. 1956
- C. 1945
- D. 1948

**Question Number : 81 Question Id : 4165295666 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The transfer of property act of ----- regulates the sale, mortgage, lease and gifts of immovable property

- A. 1883
- B. 1885
- C. 1886
- D. 1882

**Question Number : 82 Question Id : 4165295667 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The global integration has builds youth with diverse taste for ----- brand and cultures

- A. Domestic
- B. Local
- C. International
- D. Regional

**Question Number : 83 Question Id : 4165295668 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The ----- re-imagination has created customer experience

- A. Number
- B. Experimental
- C. None of the above
- D. Digital

**Question Number : 84 Question Id : 4165295669 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The workspace ----- is done by leveraging the digital focus and cloud computing

- A. Disintegration
- B. Reintegration
- C. Integration
- D. Modification

**Question Number : 85 Question Id : 4165295670 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

In India, ----- is the most preferred payment method, accumulating 75% of the e-retail activities

- A. Cash on delivery
- B. Credit card
- C. Debit card
- D. Pay tm

**Question Number : 86 Question Id : 4165295671 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The diffusion of ----- leads to integration for creation of resources of land, labor and capital in a systematic way

- A. Customer
- B. Corporation
- C. Money
- D. Technology

**Question Number : 87 Question Id : 4165295672 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

..... is a mega and recent trend shaping consumer preferences and shopping habits

- A. Milk products
- B. Clothes
- C. Health and wellness
- D. None of the above

**Question Number : 88 Question Id : 4165295673 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The model of 3 C's related to customer, corporation and competitor was developed by -----

- A. Kotler
- B. Ducker
- C. Gnatt
- D. Kenichi Ohmae

**Question Number : 89 Question Id : 4165295674 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

.....states that the retail institutions evolve with wide variety of products and services to create specialized stores with time

- A. Environmental theory
- B. Cyclical theory
- C. Non cyclical theory
- D. Retail accordion theory

**Question Number : 90 Question Id : 4165295675 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

In Introductory stage entrepreneurs enter the market to develop products where profits are ----- at this stage to attract customers.

- A. High
- B. Medium
- C. Optimal
- D. Low

**Question Number : 91 Question Id : 4165295676 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

In maturity stage ----- stabilizes and profits decline.

- A. Market development
- B. Market ethics
- C. Market share
- D. Market Value

**Question Number : 92 Question Id : 4165295677 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

E-mail is an ----- form of communication

- A. Electric
- B. Paper
- C. Electronic
- D. Embedded

**Question Number : 93 Question Id : 4165295678 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The last stage of PLC is -----

- A. Decline
- B. Growth
- C. Maturity
- D. Introduction

**Question Number : 94 Question Id : 4165295679 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**



The contractual relationship between the franchisor and franchisee is governed by the Indian Contract Act of

- A. 1873
- B. 1876
- C. 1871
- D. 1872

**Question Number : 95 Question Id : 4165295680 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

According to ----- of retailing, Low prices are usually the result of innovative cost-cutting procedures and soon attract competitors.

- A. Retail accordion theory
- B. Wheel theory
- C. Environmental theory
- D. Retail trend theory

**Question Number : 96 Question Id : 4165295681 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The ----- CRM integrates people , processes and data

- A. Analytical
- B. Collaborative
- C. Operational
- D. Cooperative

**Question Number : 97 Question Id : 4165295682 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The Copyright Act came into existence in -----

- A. 1958
- B. 1959
- C. 1957
- D. 1987

**Question Number : 98 Question Id : 4165295683 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The Consumer Protection Act was enacted in the year -----

- A. 1987
- B. 1988
- C. 1966
- D. 1986

**Question Number : 99 Question Id : 4165295684 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The designs act came into existence in -----

- A. 2001
- B. 2002
- C. 2007
- D. 2000

**Question Number : 100 Question Id : 4165295685 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

The term direct marketing was coined by ----- in 1967

- A. Lester Wunderman
- B. Lester Wolf
- C. Lester Williams
- D. Lester Weston