

National Testing Agency

Question Paper Name :	Marketing Management 30 Sep 2020 Shift 2
Subject Name :	Marketing Management
Creation Date :	2020-09-30 18:37:38
Duration :	180
Number of Questions :	100
Total Marks :	100
Display Marks:	Yes

Marketing Management

Group Number :	1
Group Id :	899514193
Group Maximum Duration :	0
Group Minimum Duration :	120
Show Attended Group? :	No
Edit Attended Group? :	No
Break time :	0
Group Marks :	100
Is this Group for Examiner? :	No

Marketing Management

Section Id :	899514265
Section Number :	1
Section type :	Online
Mandatory or Optional :	Mandatory
Number of Questions :	100
Number of Questions to be attempted :	100

Section Marks :	100
Mark As Answered Required? :	Yes
Sub-Section Number :	1
Sub-Section Id :	899514310
Question Shuffling Allowed :	Yes

Question Number : 1 Question Id : 89951416431 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

The term Marketing refers to _____

1. selling
2. buying
3. a philosophy that stresses customer satisfaction
4. both 1 and 2

Options :

- 89951464119. 1
- 89951464120. 2
- 89951464121. 3
- 89951464122. 4

Question Number : 2 Question Id : 89951416432 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

The development of marketing is _____

1. revolutionary
2. evolutionary
3. both 1 and 2
4. none of the above

Options :

- 89951464123. 1
- 89951464124. 2
- 89951464125. 3

89951464126. 4

Question Number : 3 Question Id : 89951416433 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The development of marketing can be studied under _____

1. two distinct phases
2. three distinct phases
3. four distinct phases
4. five distinct phases

Options :

89951464127. 1
89951464128. 2
89951464129. 3
89951464130. 4

Question Number : 4 Question Id : 89951416434 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The word 'market' is derived from

1. the Latin word 'Markatus'
2. the Latin word 'Marcaus'
3. the Latin word 'Marcatus'
4. the Latin word 'Mercatus'

Options :

89951464131. 1
89951464132. 2
89951464133. 3
89951464134. 4

Question Number : 5 Question Id : 89951416435 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Human needs precede human wants.

1. True
2. False
3. Neither True nor False
4. Sometimes True

Options :

89951464135. 1
89951464136. 2
89951464137. 3
89951464138. 4

**Question Number : 6 Question Id : 89951416436 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Human needs are pre-existed in human being.

1. True
2. False
3. Neither True nor False
4. Sometimes True

Options :

89951464139. 1
89951464140. 2
89951464141. 3
89951464142. 4

**Question Number : 7 Question Id : 89951416437 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

A marketer can influence wants, not needs.

1. True
2. False
3. Neither True nor False
4. Sometimes True

Options :

- 89951464143. 1
- 89951464144. 2
- 89951464145. 3
- 89951464146. 4

Question Number : 8 Question Id : 89951416438 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Marketing management is called demand management.

1. True
2. False
3. Neither True nor False
4. Sometimes True

Options :

- 89951464147. 1
- 89951464148. 2
- 89951464149. 3
- 89951464150. 4

Question Number : 9 Question Id : 89951416439 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Marketing is an important tool for

1. sales growth
2. maintaining customer relationship
3. all of the above
4. none of the above

Options :

89951464151. 1

89951464152. 2

89951464153. 3

89951464154. 4

Question Number : 10 Question Id : 89951416440 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Functions of marketing include except

1. Pricing
2. Branding
3. Physical Distribution
4. Production

Options :

89951464155. 1

89951464156. 2

89951464157. 3

89951464158. 4

Question Number : 11 Question Id : 89951416441 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Say's Law which states 'Supply creates its own demand' is similar to

1. Production concept
2. Product concept
3. Selling concept
4. Marketing concept

Options :

- 89951464159. 1
- 89951464160. 2
- 89951464161. 3
- 89951464162. 4

**Question Number : 12 Question Id : 89951416442 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Marketing myopia focuses on

1. Customers' need
2. Company's need
3. Both 1 and 2
4. None of the above

Options :

- 89951464163. 1
- 89951464164. 2
- 89951464165. 3
- 89951464166. 4

**Question Number : 13 Question Id : 89951416443 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

In Societal Marketing concept, the following considerations are important except

1. company profits,
2. consumer want satisfaction
3. public interest
4. selling

Options :

- 89951464167. 1
- 89951464168. 2
- 89951464169. 3
- 89951464170. 4

Question Number : 14 Question Id : 89951416444 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Dishonest or illegal companies may apply this concept.

1. The Production concept
2. The Selling concept
3. The Product concept
4. The Marketing concept

Options :

- 89951464171. 1
- 89951464172. 2
- 89951464173. 3
- 89951464174. 4

Question Number : 15 Question Id : 89951416445 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

One of the following is a new concept of marketing. Select the correct option.

1. The Production concept
2. The Selling concept
3. The Product concept
4. Strategic Marketing

Options :

- 89951464175. 1
- 89951464176. 2
- 89951464177. 3
- 89951464178. 4

Question Number : 16 Question Id : 89951416446 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

One of the following is an old concept of marketing. Select the correct option.

1. Relationship Marketing
2. The Product concept
3. Niche Marketing
4. Strategic Marketing

Options :

- 89951464179. 1
- 89951464180. 2
- 89951464181. 3
- 89951464182. 4

Question Number : 17 Question Id : 89951416447 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

According to Philip Kotler, there are mainly _____ competing concepts of marketing.

1. two
2. three
3. four
4. five

Options :

- 89951464183. 1
- 89951464184. 2
- 89951464185. 3
- 89951464186. 4

Question Number : 18 Question Id : 89951416448 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is part of an organization's marketing environment?

1. Political
2. Economic
3. Both 1 and 2
4. None of the above.

Options :

- 89951464187. 1
- 89951464188. 2
- 89951464189. 3
- 89951464190. 4

Question Number : 19 Question Id : 89951416449 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Select the internal environment factor of a company.

- 1.Economic
2. Socio-cultural
3. Organization culture
4. Political

Options :

89951464191. 1
89951464192. 2
89951464193. 3
89951464194. 4

**Question Number : 20 Question Id : 89951416450 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Select the external environment factor of a company.

- 1.Economic
2. Shareholder
3. Organization culture
- 4.Company image

Options :

89951464195. 1
89951464196. 2
89951464197. 3
89951464198. 4

**Question Number : 21 Question Id : 89951416451 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Micro environment affects the whole industry

1. True
2. False
3. Neither True nor False
4. Sometimes True

Options :

89951464199. 1
89951464200. 2
89951464201. 3
89951464202. 4

**Question Number : 22 Question Id : 89951416452 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Economic factors include _____

1. inflation
2. population
3. gender
4. advertising

Options :

89951464203. 1
89951464204. 2
89951464205. 3
89951464206. 4

**Question Number : 23 Question Id : 89951416453 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Demographic factors include _____

1. inflation
2. material status
3. interest rate
4. profit

Options :

- 89951464207. 1
- 89951464208. 2
- 89951464209. 3
- 89951464210. 4

Question Number : 24 Question Id : 89951416454 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Macro environment factors are _____

1. uncontrollable
2. controllable
3. sometimes controllable
4. none of the above

Options :

- 89951464211. 1
- 89951464212. 2
- 89951464213. 3
- 89951464214. 4

Question Number : 25 Question Id : 89951416455 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Household having married couples and kids is an example of _____

1. Traditional household
2. Non-traditional household
3. Diverse household
4. None of the above

Options :

89951464215. 1
89951464216. 2
89951464217. 3
89951464218. 4

**Question Number : 26 Question Id : 89951416456 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Which one of the following is not an external environment of a firm?

1. Socio-cultural
2. Foreign Trade Regulations
3. Technological
4. Organisation culture

Options :

89951464219. 1
89951464220. 2
89951464221. 3
89951464222. 4

**Question Number : 27 Question Id : 89951416457 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Which one of the following is micro environment of a firm?

1. Socio-cultural
2. Foreign Trade Regulations
3. Technological
4. Company

Options :

89951464223. 1
89951464224. 2
89951464225. 3
89951464226. 4

**Question Number : 28 Question Id : 89951416458 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

A marketer needs to study_____ under Technological environment.

1. interest rates
2. inflation
3. sources of technology
4. population

Options :

89951464227. 1
89951464228. 2
89951464229. 3
89951464230. 4

**Question Number : 29 Question Id : 89951416459 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Taxation law is included in _____.

1. Political Environment
2. Legal Environment
3. Economic Environment
4. Technological Environment

Options :

- 89951464231. 1
- 89951464232. 2
- 89951464233. 3
- 89951464234. 4

Question Number : 30 Question Id : 89951416460 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Firms which provide raw materials and other factors of production to manufacturers are called _____

1. Shareholders
2. Competitors
3. Suppliers
4. Shareholders

Options :

- 89951464235. 1
- 89951464236. 2
- 89951464237. 3
- 89951464238. 4

Question Number : 31 Question Id : 89951416461 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Media can _____ the sales of a company.

1. decrease
2. increase
3. depends on market situation
4. cannot say

Options :

89951464239. 1
89951464240. 2
89951464241. 3
89951464242. 4

**Question Number : 32 Question Id : 89951416462 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Marketing intermediaries include _____ .

1. Customers
2. Producers
3. Retailers
4. Financers

Options :

89951464243. 1
89951464244. 2
89951464245. 3
89951464246. 4

**Question Number : 33 Question Id : 89951416463 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Marketing intermediaries are a good source of marketing information

1. True
2. False
3. Neither True nor False
4. Sometimes True

Options :

89951464247. 1
89951464248. 2
89951464249. 3
89951464250. 4

**Question Number : 34 Question Id : 89951416464 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

A competitor can be identified from_____point of views.

1. Industry
2. Market
3. Industry and market
4. None of the above.

Options :

89951464251. 1
89951464252. 2
89951464253. 3
89951464254. 4

**Question Number : 35 Question Id : 89951416465 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Component(s) of external environment of a firm is/are _____.

1. Micro
2. Macro
3. Both 1 & 2
4. None of the above

Options :

- 89951464255. 1
- 89951464256. 2
- 89951464257. 3
- 89951464258. 4

Question Number : 36 Question Id : 89951416466 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

India is projected to be the world's most populous country by_____

- 1.2025
- 2.2026
- 3.2027
- 4.2028

Options :

- 89951464259. 1
- 89951464260. 2
- 89951464261. 3
- 89951464262. 4

Question Number : 37 Question Id : 89951416467 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

ASCI is related to _____ .

1. Finance
2. Production
3. Pricing
4. Advertising

Options :

- 89951464263. 1
- 89951464264. 2
- 89951464265. 3
- 89951464266. 4

Question Number : 38 Question Id : 89951416468 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which one of the following comes under ethical pricing practice?

1. Deceptive pricing
2. Cost based pricing
3. Predatory pricing
4. None of the above

Options :

- 89951464267. 1
- 89951464268. 2
- 89951464269. 3
- 89951464270. 4

Question Number : 39 Question Id : 89951416469 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

B.E.P pricing is

1. ethical pricing
2. unethical pricing
3. both 1 and 2
4. None of the above

Options :

89951464271. 1
89951464272. 2
89951464273. 3
89951464274. 4

**Question Number : 40 Question Id : 89951416470 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

What is the full form of MLM?

1. Multi Layer Marketing
2. Multi Level Marketing
3. Multi Level Management
4. None of the above

Options :

89951464275. 1
89951464276. 2
89951464277. 3
89951464278. 4

**Question Number : 41 Question Id : 89951416471 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Which one among the following is not a direct selling company?

1. Amway
2. Avon
3. Forbes
4. None of the above

Options :

89951464279. 1
89951464280. 2
89951464281. 3
89951464282. 4

Question Number : 42 Question Id : 89951416472 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

There are _____ different parties in affiliate marketing

1. two
2. three
3. four
4. five

Options :

89951464283. 1
89951464284. 2
89951464285. 3
89951464286. 4

Question Number : 43 Question Id : 89951416473 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which party is not related to affiliate marketing

1. the merchant
2. the consumer
- 3.the network
4. None of the above

Options :

89951464287. 1
89951464288. 2
89951464289. 3
89951464290. 4

**Question Number : 44 Question Id : 89951416474 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Which one is same in global marketing?

1. Demand pattern
2. Language
3. Currency
4. Basic functions of marketing

Options :

89951464291. 1
89951464292. 2
89951464293. 3
89951464294. 4

**Question Number : 45 Question Id : 89951416475 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Rural marketing is the process of selling rural products to_____.

1. Urban areas only
2. Rural areas only
3. Both rural and urban areas
4. None of the above

Options :

89951464295. 1
89951464296. 2
89951464297. 3
89951464298. 4

**Question Number : 46 Question Id : 89951416476 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Rural people prefer_____

1. Departmental stores
2. Mall
3. Kirana stores
4. None of the above

Options :

89951464299. 1
89951464300. 2
89951464301. 3
89951464302. 4

**Question Number : 47 Question Id : 89951416477 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Marketing of a product or a service or a brand in an unconditional or creative way is

1. Green marketing
2. Rural marketing
3. Guerrilla marketing
4. Global marketing

Options :

89951464303. 1
89951464304. 2
89951464305. 3
89951464306. 4

Question Number : 48 Question Id : 89951416478 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Environment friendly mode of promotion of product or service is _____

1. Green marketing
2. Rural marketing
3. Guerrilla marketing
4. Global marketing

Options :

89951464307. 1
89951464308. 2
89951464309. 3
89951464310. 4

Question Number : 49 Question Id : 89951416479 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Jay Conrad Levinson popularized which form of marketing?

1. Green marketing
2. Rural marketing
3. Guerrilla marketing
4. Global marketing

Options :

89951464311. 1

89951464312. 2

89951464313. 3

89951464314. 4

Question Number : 50 Question Id : 89951416480 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Elements of a Successful Guerrilla Marketing Strategy include.

1. Clever
2. Compelling
3. Memorable
4. All of the above

Options :

89951464315. 1

89951464316. 2

89951464317. 3

89951464318. 4

Question Number : 51 Question Id : 89951416481 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The term marketing nerve include

1. marketing intelligence
2. internal marketing information
3. marketing communication
4. all of the above

Options :

89951464319. 1
89951464320. 2
89951464321. 3
89951464322. 4

**Question Number : 52 Question Id : 89951416482 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Marketing information can be obtained from

1. internal databases
2. marketing intelligence
3. marketing research
4. all of the above

Options :

89951464323. 1
89951464324. 2
89951464325. 3
89951464326. 4

**Question Number : 53 Question Id : 89951416483 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Details of customer who had participated a loyalty programme of a company are stored in.....

1. internal database
2. marketing intelligence
3. marketing research
4. all of the above

Options :

89951464327. 1
89951464328. 2
89951464329. 3
89951464330. 4

Question Number : 54 Question Id : 89951416484 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Company annual reports is an example of

1. internal database
2. marketing intelligence
3. marketing research
4. all of the above

Options :

89951464331. 1
89951464332. 2
89951464333. 3
89951464334. 4

Question Number : 55 Question Id : 89951416485 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Accurate information about consumer satisfaction can be obtained from/through.....

1. internal database
2. marketing intelligence
3. marketing research
4. all of the above

Options :

89951464335. 1
89951464336. 2
89951464337. 3
89951464338. 4

Question Number : 56 Question Id : 89951416486 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which type of research will be used for developing hypotheses?

1. Exploratory Research
2. Descriptive Research
3. Causal Research.
4. None of the above.

Options :

89951464339. 1
89951464340. 2
89951464341. 3
89951464342. 4

Question Number : 57 Question Id : 89951416487 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Cause-and-effect is studied under

1. Exploratory Research
2. Descriptive Research
3. Causal Research.
4. None of the above.

Options :

- 89951464343. 1
- 89951464344. 2
- 89951464345. 3
- 89951464346. 4

Question Number : 58 Question Id : 89951416488 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Hypothesis is tested except through

1. Exploratory Research
2. Descriptive Research
3. Causal Research.
4. All of the above.

Options :

- 89951464347. 1
- 89951464348. 2
- 89951464349. 3
- 89951464350. 4

Question Number : 59 Question Id : 89951416489 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

.....search through a problem to provide insights and understanding.

1. Exploratory Research
2. Descriptive Research
3. Causal Research.
4. All of the above.

Options :

- 89951464351. 1
- 89951464352. 2
- 89951464353. 3
- 89951464354. 4

Question Number : 60 Question Id : 89951416490 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Scope of the marketing research include

1. To know about prospective customer
2. To get a knowledge of competitors share in the market
3. Both a and b
4. None of the above

Options :

- 89951464355. 1
- 89951464356. 2
- 89951464357. 3
- 89951464358. 4

Question Number : 61 Question Id : 89951416491 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is the main objective of conducting Marketing Research?

1. Collect marketing information
2. Solve marketing problem
3. Analyze collected marketing data
4. None of the above

Options :

- 89951464359. 1
- 89951464360. 2
- 89951464361. 3
- 89951464362. 4

Question Number : 62 Question Id : 89951416492 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Sampling plan comes under _____

1. Problem Identification Phase
2. Data Collection Phase
3. Research Design Phase
4. Data analysis Phase

Options :

- 89951464363. 1
- 89951464364. 2
- 89951464365. 3
- 89951464366. 4

Question Number : 63 Question Id : 89951416493 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Process of data analysis starts with

1. Coding
2. Editing
3. Tabulation
4. None of the above

Options :

- 89951464367. 1
- 89951464368. 2
- 89951464369. 3
- 89951464370. 4

Question Number : 64 Question Id : 89951416494 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which one of the following is the source of secondary data?

- 1.Observation
- 2.Newspaper
3. Magazine
4. Both 2 and 3

Options :

- 89951464371. 1
- 89951464372. 2
- 89951464373. 3
- 89951464374. 4

Question Number : 65 Question Id : 89951416495 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Observation method is one of the approaches for collecting_____

1. Primary data
2. Secondary data
3. Both 1 and 2
4. None of the above

Options :

89951464375. 1
89951464376. 2
89951464377. 3
89951464378. 4

**Question Number : 66 Question Id : 89951416496 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Sampling plan calls fordecisions.

1. two
2. three
3. four
4. five

Options :

89951464379. 1
89951464380. 2
89951464381. 3
89951464382. 4

**Question Number : 67 Question Id : 89951416497 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Probability sampling method consists of

1. Simple random sampling
2. systematic sampling
3. stratified sampling
4. all of the above

Options :

89951464383. 1
89951464384. 2
89951464385. 3
89951464386. 4

Question Number : 68 Question Id : 89951416498 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Cluster sampling comes under

1. probability sampling method
2. non probability sampling method
3. both of the above
4. none of the above

Options :

89951464387. 1
89951464388. 2
89951464389. 3
89951464390. 4

Question Number : 69 Question Id : 89951416499 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Quota sampling comes under

1. probability sampling method
2. non probability sampling method
3. both of the above
4. none of the above

Options :

89951464391. 1
89951464392. 2
89951464393. 3
89951464394. 4

**Question Number : 70 Question Id : 89951416500 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

The following are non probability sampling except.....

1. convenience sampling
2. quota sampling
- 3., judgment sampling
4. stratified sampling

Options :

89951464395. 1
89951464396. 2
89951464397. 3
89951464398. 4

**Question Number : 71 Question Id : 89951416501 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Inboth measurable and non-measurable variables are used.

1. multiple regression
2. inferential analysis
3. canonical analysis
4. all of the above

Options :

89951464399. 1
89951464400. 2
89951464401. 3
89951464402. 4

**Question Number : 72 Question Id : 89951416502 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Which scale has a unique or fixed beginning or true zero point?

1. Ratio scale
2. Order
3. Origin
4. All of the above

Options :

89951464403. 1
89951464404. 2
89951464405. 3
89951464406. 4

**Question Number : 73 Question Id : 89951416503 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Which type of buyers will buy the brand without considering the price or convenience?

1. Loyal buyers
2. Opportunistic buyers
3. Best deal buyers
4. Creative buyers

Options :

89951464407. 1
89951464408. 2
89951464409. 3
89951464410. 4

**Question Number : 74 Question Id : 89951416504 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Type of buyers who ask extra discounts on all the purchase are known as.....

1. Loyal buyers
2. Chisellers
3. Best deal buyers
4. Creative buyers

Options :

89951464411. 1
89951464412. 2
89951464413. 3
89951464414. 4

**Question Number : 75 Question Id : 89951416505 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Stimulus Response Theory of buying behavior comes under.....

1. Economic theory
2. Psychological theory
3. Psycho-analytic theory
4. None of the above

Options :

- 89951464415. 1
- 89951464416. 2
- 89951464417. 3
- 89951464418. 4

Question Number : 76 Question Id : 89951416506 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Thorstein Veblen formulated

1. Economic theory
2. Psychological theory
3. Psycho-analytic theory
4. Socio-cultural (Group) theory.

Options :

- 89951464419. 1
- 89951464420. 2
- 89951464421. 3
- 89951464422. 4

Question Number : 77 Question Id : 89951416507 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Cognitive dissonance occurs at

1. problem recognition stage
2. Information search stage
3. Evaluation of alternatives stage
4. Post purchase stage

Options :

- 89951464423. 1
- 89951464424. 2
- 89951464425. 3
- 89951464426. 4

Question Number : 78 Question Id : 89951416508 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which one of the following is not included in 7 O's framework?

1. Occupants
2. Outlets
- 3.Objectives
4. Office

Options :

- 89951464427. 1
- 89951464428. 2
- 89951464429. 3
- 89951464430. 4

Question Number : 79 Question Id : 89951416509 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which sub-culture factor does not affect the consumer behavior?

1. nationality
2. religion
3. racial group
4. gender

Options :

89951464431. 1
89951464432. 2
89951464433. 3
89951464434. 4

**Question Number : 80 Question Id : 89951416510 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Psychological factors does not include

1. Motivation
2. Learning
3. Age and life cycle
4. Perception

Options :

89951464435. 1
89951464436. 2
89951464437. 3
89951464438. 4

**Question Number : 81 Question Id : 89951416511 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

There are.....types of consumer- decision making behavior.

1. two
2. three
3. four
4. five

Options :

89951464439. 1
89951464440. 2
89951464441. 3
89951464442. 4

**Question Number : 82 Question Id : 89951416512 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Which one of the following is not a type of consumer-decision making behavior?

1. Nominal decision making
2. Limited decision making
3. Extended decision making
4. Predicted decision making

Options :

89951464443. 1
89951464444. 2
89951464445. 3
89951464446. 4

**Question Number : 83 Question Id : 89951416513 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Choose the participants in consumer buying decision process.

1. Initiator
2. Influencer
3. Decider
4. All of the above.

Options :

- 89951464447. 1
- 89951464448. 2
- 89951464449. 3
- 89951464450. 4

Question Number : 84 Question Id : 89951416514 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In which stage of consumer buying process include 'collection of information from Personal sources like family, friend, colleagues, etc'?

1. problem recognition
2. information search
3. evaluation of alternatives
4. purchase decision

Options :

- 89951464451. 1
- 89951464452. 2
- 89951464453. 3
- 89951464454. 4

Question Number : 85 Question Id : 89951416515 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Example of external stimuli is.....

1. hunger
2. thirst
3. word-of-mouth
4. None of the above

Options :

89951464455. 1
89951464456. 2
89951464457. 3
89951464458. 4

Question Number : 86 Question Id : 89951416516 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What kind of decision making behaviour is depicted by consumer while buying a house?

1. Nominal decision making
2. Limited decision making
3. Extended decision making
4. All of the above

Options :

89951464459. 1
89951464460. 2
89951464461. 3
89951464462. 4

Question Number : 87 Question Id : 89951416517 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What kind of decision making behaviour is depicted by consumer while buying a kg of potato?

1. Nominal decision making
2. Limited decision making
3. Extended decision making
4. All of the above

Options :

- 89951464463. 1
- 89951464464. 2
- 89951464465. 3
- 89951464466. 4

Question Number : 88 Question Id : 89951416518 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The buyers repeat the order without any changes is the case of

1. Straight rebuy
2. Modified rebuy
3. New task
4. All of the above.

Options :

- 89951464467. 1
- 89951464468. 2
- 89951464469. 3
- 89951464470. 4

Question Number : 89 Question Id : 89951416519 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

How many fundamental consumer rights are set up by the Former President of USA, Late John F. Kennedy?

- 1. 2
- 2. 3
- 3. 4
- 4. 5

Options :

- 89951464471. 1
- 89951464472. 2
- 89951464473. 3
- 89951464474. 4

Question Number : 90 Question Id : 89951416520 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which consumer rights provide the protection of consumer from hazardous goods?

1. The right to basic needs
2. The right to choose
3. The right to safety
4. The right to hear

Options :

89951464475. 1

89951464476. 2

89951464477. 3

89951464478. 4

**Question Number : 91 Question Id : 89951416521 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

What is a rational patronage buying motive?

1. Consumer buys the product after a careful analysis of product attributes
2. Consumer directly goes to a particular shop without much thinking
3. Consumer buys product from a particular shop after a careful analysis and evaluating the alternatives.
4. None of the above.

Options :

- 89951464479. 1
- 89951464480. 2
- 89951464481. 3
- 89951464482. 4

Question Number : 92 Question Id : 89951416522 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Evaluating suppliers is one of the characteristics of

1. Industrial consumers
2. Personal consumers
3. Both 1 and 2
4. None of the above

Options :

- 89951464483. 1
- 89951464484. 2
- 89951464485. 3
- 89951464486. 4

Question Number : 93 Question Id : 89951416523 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Select the characteristic of personal buying.

1. They buy goods to resale.
2. Bulk purchase.
3. Limited branch choice
4. None of the above

Options :

89951464487. 1
89951464488. 2
89951464489. 3
89951464490. 4

**Question Number : 94 Question Id : 89951416524 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Characteristics of services are..

1. intangibility
2. heterogeneity
3. perishability
4. all of the above.

Options :

89951464491. 1
89951464492. 2
89951464493. 3
89951464494. 4

**Question Number : 95 Question Id : 89951416525 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

The services of a Dentist is created and offered at the same time. This defines..

1. intangibility
2. heterogeneity
3. perishability
4. inseparability.

Options :

89951464495. 1
89951464496. 2
89951464497. 3
89951464498. 4

**Question Number : 96 Question Id : 89951416526 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Spare seats in an aeroplane cannot be transferred to the next flight. This is an example of

.....

1. intangibility
2. heterogeneity
3. perishability
4. inseparability.

Options :

89951464499. 1
89951464500. 2
89951464501. 3
89951464502. 4

**Question Number : 97 Question Id : 89951416527 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Bases for market segmentation for institutional markets are

1. Customer size
2. Purchasing methods and policies
3. Geographical location
4. All of the above

Options :

- 89951464503. 1
- 89951464504. 2
- 89951464505. 3
- 89951464506. 4

Question Number : 98 Question Id : 89951416528 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Arrangement of a large market into smaller homogeneous group of target market is

1. Market
2. Target market
3. Market Segmentation
4. Marketing strategy

Options :

- 89951464507. 1
- 89951464508. 2
- 89951464509. 3
- 89951464510. 4

Question Number : 99 Question Id : 89951416529 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The process of creating a distinct image of the various offerings of a company in the minds of the target customer is

1. Positioning
2. Target marketing
3. Market Segmentation
4. Marketing strategy

Options :

- 89951464511. 1
- 89951464512. 2
- 89951464513. 3
- 89951464514. 4

Question Number : 100 Question Id : 89951416530 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

A company should always try to match the 'Wish Image' and the.....while delivering any product or service.

1. Current Image
2. Mirror image
3. Both 1 and 2
4. None of the above.

Options :

- 89951464515. 1
- 89951464516. 2
- 89951464517. 3
- 89951464518. 4