

# National Testing Agency

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## Principles of Marketing

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## Principles of Marketing-1

<b>Section Id :</b>	94091899
<b>Section Number :</b>	1
<b>Section type :</b>	Online
<b>Mandatory or Optional :</b>	Mandatory

<b>Number of Questions :</b>	50
<b>Number of Questions to be attempted :</b>	50
<b>Section Marks :</b>	100
<b>Enable Mark as Answered Mark for Review and Clear Response :</b>	Yes
<b>Sub-Section Number :</b>	1
<b>Sub-Section Id :</b>	940918142
<b>Question Shuffling Allowed :</b>	Yes

**Question Number : 1 Question Id : 9409184018 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0**

The act of obtaining a desired object from someone by offering something in return is called:

1. Marketing Myopia
2. Selling
3. Exchange
4. Delivery

**Options :**

- 94091814765. 1
- 94091814766. 2
- 94091814767. 3
- 94091814768. 4

**Question Number : 2 Question Id : 9409184019 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0**

The four unique characteristics of services include:

1. Independence, intangibility, inventory, and inception
2. Independence, increase, inventory, and intangibility
3. Intangibility, variability, inseparability, and perishability
4. Intangibility, independence, inseparability, and inventory

**Options :**

94091814769. 1

94091814770. 2

94091814771. 3

94091814772. 4

**Question Number : 3 Question Id : 9409184020 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

A change in an individual's behavior prompted by information and experience refers to which one of the following concept?

1. Learning
2. Role selection
3. Perception
4. Motivation

**Options :**

94091814773. 1

94091814774. 2

94091814775. 3

94091814776. 4

**Question Number : 4 Question Id : 9409184021 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

While buying salt what kind of behavior is displayed by an individual?

1. Extensive problem solving behavior
2. Routinized buying behavior
3. Variety seeking behavior
4. Quality seeking behavior

**Options :**

94091814777. 1

94091814778. 2

94091814779. 3

94091814780. 4

**Question Number : 5 Question Id : 9409184022 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

You are directed to study the demographic, economic, natural, technological, political, and cultural factors that are larger societal forces affecting your company. What are you studying?

1. The macro environment
2. The micro environment
3. The external environment
4. The task environment

**Options :**

94091814781. 1

94091814782. 2

94091814783. 3

94091814784. 4

**Question Number : 6 Question Id : 9409184023 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

The term "marketing mix" describes

1. A composite analysis of all environmental factors inside and outside the firm
2. A series of business decisions that aid in selling a product
3. The relationship between a firm's marketing strengths and its business weaknesses
4. A blending of four strategic elements to satisfy specific target market

**Options :**

94091814785. 1

94091814786. 2

94091814787. 3

94091814788. 4

**Question Number : 7 Question Id : 9409184024 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of:

1. Pricing
2. Distribution
3. Product development
4. Promotion

**Options :**

94091814789. 1

94091814790. 2

94091814791. 3

94091814792. 4

**Question Number : 8 Question Id : 9409184025 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

What is the basic property of a service which makes it different from a product?

1. Shape
2. Size
3. Cost
4. Intangibility

**Options :**

94091814793. 1

94091814794. 2

94091814795. 3

94091814796. 4

**Question Number : 9 Question Id : 9409184026 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

A combination of quality, service and price is popularly known as:

1. Marketing Triad
2. Customer Value Triad
3. Satisfaction Triad
4. Service Quality Triad

**Options :**

94091814797. 1

94091814798. 2

94091814799. 3

94091814800. 4

**Question Number : 10 Question Id : 9409184027 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Which one of the following is a key to build lasting relationships with consumers?

1. Price of the product
2. Style of the product
3. Customer satisfaction
4. Delivery of the product

**Options :**

94091814801. 1

94091814802. 2

94091814803. 3

94091814804. 4

**Question Number : 11 Question Id : 9409184028 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

A cluster of complementary products and services that are closely related in the minds of consumers but spread across a diverse set of industries is known as:

1. Marketspace
2. Marketplace
3. Metamarket
4. E-market

**Options :**

94091814805. 1

94091814806. 2

94091814807. 3

94091814808. 4

**Question Number : 12 Question Id : 9409184029 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Which concept holds that consumers will favor products that offer the most in quality, performance and innovative features?

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

**Options :**

94091814809. 1

94091814810. 2

94091814811. 3

94091814812. 4

**Question Number : 13 Question Id : 9409184030 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Match the following:

LIST 1	LIST 2
A. product	1. Warehouse
B. price	2. Publicity
C. place	3. Margin
D. promotion	4. Quality

1. A-4 B-3 C-1 D-2
2. A-2 B-1 C-4 D-3
3. A-2 B-1 C-3 D-4
4. A-4 B-3 C-2 D-1

**Options :**

94091814813. 1  
94091814814. 2  
94091814815. 3  
94091814816. 4

**Question Number : 14 Question Id : 9409184031 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

The mental act, condition or habit of placing trust or confidence in another is termed as:

1. Motive
2. Belief
3. Satisfaction
4. Learning

**Options :**

94091814817. 1  
94091814818. 2  
94091814819. 3  
94091814820. 4

**Question Number : 15 Question Id : 9409184032 Question Type : MCQ Option Shuffling : No Is**



**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

New product development starts with which one of the following steps of new product development?

1. Idea screening
2. Idea generation
3. Test marketing
4. Concept testing

**Options :**

94091814821. 1

94091814822. 2

94091814823. 3

94091814824. 4

**Question Number : 16 Question Id : 9409184033 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

A marketing philosophy summarized by the phrase "a good product will sell itself" is characteristic of which concept

1. Product
2. Selling
3. Marketing
4. Relationship

**Options :**

94091814825. 1

94091814826. 2

94091814827. 3

94091814828. 4

**Question Number : 17 Question Id : 9409184034 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Consumer on their own will not buy enough of organization's products, unless the organization undertakes aggressive sales and promotional efforts are the characteristics of which concept?

1. Production concep
2. Selling concept
3. Product concept
4. Societal concept

**Options :**

94091814829. 1

94091814830. 2

94091814831. 3

94091814832. 4

**Question Number : 18 Question Id : 9409184035 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

When producers, wholesalers, and retailers act as a unified system, they comprise a:

1. Conventional marketing system.
2. Power-based marketing system.
3. Horizontal marketing system.
4. Vertical marketing system.

**Options :**

94091814833. 1

94091814834. 2

94091814835. 3

94091814836. 4

**Question Number : 19 Question Id : 9409184036 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

The strategy of using a successful brand name to launch a new or modified product in a new category is known as:

1. Duo-branding
2. Line extension
3. Brand extension
4. Multi-branding

**Options :**

94091814837. 1

94091814838. 2

94091814839. 3

94091814840. 4

**Question Number : 20 Question Id : 9409184037 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Typically profit is low and negative in which stage of the product life cycle?

1. Growth
2. Maturity
3. Introduction
4. Decline

**Options :**

94091814841. 1

94091814842. 2

94091814843. 3

94091814844. 4

**Question Number : 21 Question Id : 9409184038 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Segmentation is the process of:

1. Dividing the market into homogenous groups
2. Selecting one group of consumers among several other groups
3. Creating a unique space in the minds of the target consumer
4. Launching the products in the market

**Options :**

94091814845. 1

94091814846. 2

94091814847. 3

94091814848. 4

**Question Number : 22 Question Id : 9409184039 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

The concept of marketing mix is suggested by:

1. Philip Kotler
2. Neil Borden
3. Peter Drucker
4. Neil Armstrong

**Options :**

94091814849. 1

94091814850. 2

94091814851. 3

94091814852. 4

**Question Number : 23 Question Id : 9409184040 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

The common digital marketing practice of serving ads across the internet to people who have already visited your website is known as

1. De-marketing
2. Re-marketing
3. E-marketing
4. Social media marketing

**Options :**

94091814853. 1

94091814854. 2

94091814855. 3

94091814856. 4

**Question Number : 24 Question Id : 9409184041 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Match the following:

LIST I	LIST II
A. Makeup	1. Gender
B. Shampoo sachets	2. Physiological need
C. Vegetables	3. Age
D. Toys	4. Income

1. A-4 B-3 C-2 D-1
2. A-3 B-2 C-4 D-1
3. A-1 B-4 C-2 D-3
4. A-2 B-4 C-3 D-1

**Options :**

94091814857. 1

94091814858. 2

94091814859. 3

94091814860. 4

**Question Number : 25 Question Id : 9409184042 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Augmented product contains:

1. Basic needs
2. Functional characteristics.
3. Additional benefits
4. Expected features.

**Options :**

94091814861. 1

94091814862. 2

94091814863. 3

94091814864. 4

**Question Number : 26 Question Id : 9409184043 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Marketing buzz is a popular term used in:

1. Viral marketing.
2. Virtual marketing.
3. De-marketing.
4. E-marketing.

**Options :**

94091814865. 1

94091814866. 2

94091814867. 3

94091814868. 4

**Question Number : 27 Question Id : 9409184044 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

What is price skimming?

1. Setting an initially high price when the product is real innovation.
2. Setting a price in response to competitor's price.
3. Setting a low price to attract a large number of consumers.
4. Setting a price which has low profit margin.

**Options :**

94091814869. 1

94091814870. 2

94091814871. 3

94091814872. 4

**Question Number : 28 Question Id : 9409184045 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

The motives which determine where or from whom products are purchased are called:

1. Product.
2. Patronage.
3. Emotional.
4. Rational.

**Options :**

94091814873. 1

94091814874. 2

94091814875. 3

94091814876. 4

**Question Number : 29 Question Id : 9409184046 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Luxury goods, such as Rolex watches or fine crystal are the examples of:

1. Convenience goods
2. Specialty good
3. Shopping goods
4. Unsought goods

**Options :**

94091814877. 1

94091814878. 2

94091814879. 3

94091814880. 4

**Question Number : 30 Question Id : 9409184047 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Super market is also known as:

1. Self-service store
2. Hyper market
3. co-operative societies
4. chain store

**Options :**

94091814881. 1

94091814882. 2

94091814883. 3

94091814884. 4

**Question Number : 31 Question Id : 9409184048 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**



Which marketing means serving a small segment of larger market that has its own unique needs, preferences and identities?

1. Niche
2. Mega
3. Meta
4. Online

**Options :**

94091814885. 1

94091814886. 2

94091814887. 3

94091814888. 4

**Question Number : 32 Question Id : 9409184049 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

When we add a higher priced prestige product to the existing low-priced product line, it is termed as:

1. Trading up
2. Trading down
3. Differentiation
4. Positioning

**Options :**

94091814889. 1

94091814890. 2

94091814891. 3

94091814892. 4

**Question Number : 33 Question Id : 9409184050 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

A strategy which is adopted mainly to eliminate low-profit products and to get more profit from fewer products:

1. Product Line Simplification
2. Product Differentiation
3. Product Positioning
4. Product Modification

**Options :**

94091814893. 1

94091814894. 2

94091814895. 3

94091814896. 4

**Question Number : 34 Question Id : 9409184051 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

The marketing and financial value associated with a brand's strength in a market is known as:

1. Brand Equity
2. Brand Loyalt
3. Brand recognition
4. Brand promotion

**Options :**

94091814897. 1

94091814898. 2

94091814899. 3

94091814900. 4

**Question Number : 35 Question Id : 9409184052 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Which of the following involves designing and manufacturing the container or wrapper for a product?

1. Labeling
2. Packaging
3. Branding
4. Grading

**Options :**

94091814901. 1

94091814902. 2

94091814903. 3

94091814904. 4

**Question Number : 36 Question Id : 9409184053 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Advertisements which are used to make announcement for a new product would be best classified as which of the following?

1. Product advertising
2. Pioneer advertising
3. Defensive advertising
4. Societal advertising

**Options :**

94091814905. 1

94091814906. 2

94091814907. 3

94091814908. 4

**Question Number : 37 Question Id : 9409184054 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Which of the following is a name, term, sign, symbol, design, or a combination of these, that identifies that maker or seller of a product or service?

1. Label
2. Sticker
3. Brand
4. Package

**Options :**

94091814909. 1

94091814910. 2

94091814911. 3

94091814912. 4

**Question Number : 38 Question Id : 9409184055 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Testing before launching a product is known as :

1. Test marketing
2. Concept testing
3. Acid test
4. Market test

**Options :**

94091814913. 1

94091814914. 2

94091814915. 3

94091814916. 4

**Question Number : 39 Question Id : 9409184056 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Maslow's need hierarchy theory deals with how many levels?

1. Two
2. Three
3. Five
4. Four

**Options :**

94091814917. 1

94091814918. 2

94091814919. 3

94091814920. 4

**Question Number : 40 Question Id : 9409184057 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

The process of creating an image for a product in the minds of targeted customers is known as:

1. Segmentation
2. Target marketing
3. Positioning
4. Exchange

**Options :**

94091814921. 1

94091814922. 2

94091814923. 3

94091814924. 4

**Question Number : 41 Question Id : 9409184058 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Which among the following is not a sales promotion tool?

1. Pamphlets.
2. Discount.
3. Dealer contest.
4. Consumer contest

**Options :**

94091814925. 1

94091814926. 2

94091814927. 3

94091814928. 4

**Question Number : 42 Question Id : 9409184059 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Fixing and maintaining the standards for quality, quantity, size and other features of the product refers to:

1. Standardization
2. Grading
3. Packaging
4. Labeling

**Options :**

94091814929. 1

94091814930. 2

94091814931. 3

94091814932. 4

**Question Number : 43 Question Id : 9409184060 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Under which distribution strategy the manufacturers supply products to a limited number of outlets in the target market?

1. Selective distribution
2. Geographical distribution
3. Intensive distribution
4. executive distribution

**Options :**

94091814933. 1

94091814934. 2

94091814935. 3

94091814936. 4

**Question Number : 44 Question Id : 9409184061 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

A marketing strategy designed to cultivate customer loyalty, interaction and long-term association with the company is called:

1. Viral marketing
2. Relationship marketing
3. Social marketing
4. De-marketing

**Options :**

94091814937. 1

94091814938. 2

94091814939. 3

94091814940. 4

**Question Number : 45 Question Id : 9409184062 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

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

1. Trade discount
2. Cash discount
3. Seasonal discount
4. Quantity discount

**Options :**

94091814941. 1

94091814942. 2

94091814943. 3

94091814944. 4

**Question Number : 46 Question Id : 9409184063 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Tele- marketing is a form of:

1. Direct marketing.
2. Social marketing.
3. Viral marketing.
4. Relationship marketing.

**Options :**

94091814945. 1

94091814946. 2

94091814947. 3

94091814948. 4

**Question Number : 47 Question Id : 9409184064 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**



Which act or rule makes it essential on the part of manufacturer or retailers to display the maximum retail price (MRP) of all commodities offered for sale to consumers?

1. Competition Act, 2002
2. Consumer protection Act, 2019
3. Essential Commodities Act
4. Legal Metrology (Packaged Commodities) Rules, 2011

**Options :**

94091814949. 1

94091814950. 2

94091814951. 3

94091814952. 4

**Question Number : 48 Question Id : 9409184065 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

The legalized version of a brand is known as:

1. Standardization.
2. Quality.
3. Trademark.
4. Label.

**Options :**

94091814953. 1

94091814954. 2

94091814955. 3

94091814956. 4

**Question Number : 49 Question Id : 9409184066 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Who introduced the concept of USP?

1. Rosser Reeves
2. Theodore Levitt
3. NH Borden
4. Philip Kotler

**Options :**

94091814957. 1

94091814958. 2

94091814959. 3

94091814960. 4

**Question Number : 50 Question Id : 9409184067 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 2 Wrong Marks : 0**

Which is **not** a part of 4As of rural marketing?

1. Affordability
2. Availability
3. Arrival
4. Acceptability

**Options :**

94091814961. 1

94091814962. 2

94091814963. 3

94091814964. 4