

National Testing Agency

Question Paper Name :	Introduction to Marketing Management 1 29th August 2021 Shift 1
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Introduction to Marketing Management 1

Group Number :	1
Group Id :	603489257
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

Introduction to Marketing Management 1-1

Section Id :	603489371
Section Number :	1
Section type :	Online
Mandatory or Optional :	Mandatory

Number of Questions :	100
Number of Questions to be attempted :	100
Section Marks :	100
Enable Mark as Answered Mark for Review and Clear Response :	Yes
Sub-Section Number :	1
Sub-Section Id :	603489695
Question Shuffling Allowed :	Yes

Question Number : 1 Question Id : 60348918156 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 :

60348968429. 1

60348968430. 2

60348968431. 3

60348968432. 4

Question Number : 2 Question Id : 60348918157 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. Revolutionary and Evolutionary
4. None of these

Options :

60348968433. 1

60348968434. 2

60348968435. 3

60348968436. 4

Question Number : 3 Question Id : 60348918158 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 :

60348968437. 1

60348968438. 2

60348968439. 3

60348968440. 4

Question Number : 4 Question Id : 60348918159 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Select the incorrect statement.

1. Marketing is a legal process
2. Marketing concerns for sales volume
3. Marketing is customer-centric
4. None of these

Options :

60348968441. 1

60348968442. 2

60348968443. 3

60348968444. 4

Question Number : 5 Question Id : 60348918160 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Human needs and wants are_____

1. Same
2. Different
3. Sometimes same and sometimes different
4. None of these

Options :

60348968445. 1

60348968446. 2

60348968447. 3

60348968448. 4

Question Number : 6 Question Id : 60348918161 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Human satisfaction means fulfillment of ____

1. Human wants
2. Transactions
3. Human needs
4. Exchange

Options :

60348968449. 1

60348968450. 2

60348968451. 3

60348968452. 4

Question Number : 7 Question Id : 60348918162 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 :

60348968453. 1

60348968454. 2

60348968455. 3

60348968456. 4

Question Number : 8 Question Id : 60348918163 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 :

60348968457. 1

60348968458. 2

60348968459. 3

60348968460. 4

Question Number : 9 Question Id : 60348918164 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 these
4. None of these

Options :

60348968461. 1

60348968462. 2

60348968463. 3

60348968464. 4

Question Number : 10 Question Id : 60348918165 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Functions of marketing includes all of these except

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

Options :

60348968465. 1

60348968466. 2

60348968467. 3

60348968468. 4

Question Number : 11 Question Id : 60348918166 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The chief motive of selling concept is _____

1. Making money
2. Developing a relationship with the customers
3. To produce a quality product
4. None of these

Options :

60348968469. 1

60348968470. 2

60348968471. 3

60348968472. 4

Question Number : 12 Question Id : 60348918167 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. Customer's need and Company's need
4. None of these

Options :

60348968473. 1

60348968474. 2

60348968475. 3

60348968476. 4

Question Number : 13 Question Id : 60348918168 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 :

60348968477. 1

60348968478. 2

60348968479. 3

60348968480. 4

Question Number : 14 Question Id : 60348918169 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 :

60348968481. 1

60348968482. 2

60348968483. 3

60348968484. 4

Question Number : 15 Question Id : 60348918170 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 :

60348968485. 1

60348968486. 2

60348968487. 3

60348968488. 4

Question Number : 16 Question Id : 60348918171 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The relationship marketing is the old concept of marketing. Select the correct option.

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

Options :

60348968489. 1

60348968490. 2

60348968491. 3

60348968492. 4

Question Number : 17 Question Id : 60348918172 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. Four
2. Five
3. Six
4. Seven

Options :

60348968493. 1

60348968494. 2

60348968495. 3

60348968496. 4

Question Number : 18 Question Id : 60348918173 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. Technological
4. All of these

Options :

60348968497. 1

60348968498. 2

60348968499. 3

60348968500. 4

Question Number : 19 Question Id : 60348918174 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. Company image
4. Political

Options :

60348968501. 1

60348968502. 2

60348968503. 3

60348968504. 4

Question Number : 20 Question Id : 60348918175 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. Political
2. Shareholder
3. Organization culture
4. Company image

Options :

60348968505. 1

60348968506. 2

60348968507. 3

60348968508. 4

Question Number : 21 Question Id : 60348918176 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Macro environment affects the whole industry

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

Options :

60348968509. 1

60348968510. 2

60348968511. 3

60348968512. 4

Question Number : 22 Question Id : 60348918177 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Economic factors include all except _____

1. Inflation
2. Population
3. Income
4. Profit

Options :

60348968513. 1

60348968514. 2

60348968515. 3

60348968516. 4

Question Number : 23 Question Id : 60348918178 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 :

60348968517. 1

60348968518. 2

60348968519. 3

60348968520. 4

Question Number : 24 Question Id : 60348918179 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Micro environment factors are _____

1. Uncontrollable
2. Controllable
3. Sometimes controllable
4. None of these

Options :

60348968521. 1

60348968522. 2

60348968523. 3

60348968524. 4

Question Number : 25 Question Id : 60348918180 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 these

Options :

60348968525. 1

60348968526. 2

60348968527. 3

60348968528. 4

Question Number : 26 Question Id : 60348918181 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 :

60348968529. 1

60348968530. 2

60348968531. 3

60348968532. 4

Question Number : 27 Question Id : 60348918182 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 :

60348968533. 1

60348968534. 2

60348968535. 3

60348968536. 4

Question Number : 28 Question Id : 60348918183 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 :

60348968537. 1

60348968538. 2

60348968539. 3

60348968540. 4

Question Number : 29 Question Id : 60348918184 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 :

60348968541. 1

60348968542. 2

60348968543. 3

60348968544. 4

Question Number : 30 Question Id : 60348918185 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 :

60348968545. 1

60348968546. 2

60348968547. 3

60348968548. 4

Question Number : 31 Question Id : 60348918186 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. Can't say

Options :

60348968549. 1

60348968550. 2

60348968551. 3

60348968552. 4

Question Number : 32 Question Id : 60348918187 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 :

60348968553. 1

60348968554. 2

60348968555. 3

60348968556. 4

Question Number : 33 Question Id : 60348918188 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 :

60348968557. 1

60348968558. 2

60348968559. 3

60348968560. 4

Question Number : 34 Question Id : 60348918189 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 these

Options :

60348968561. 1

60348968562. 2

60348968563. 3

60348968564. 4

Question Number : 35 Question Id : 60348918190 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 :

60348968565. 1

60348968566. 2

60348968567. 3

60348968568. 4

Question Number : 36 Question Id : 60348918191 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 :

60348968569. 1

60348968570. 2

60348968571. 3

60348968572. 4

Question Number : 37 Question Id : 60348918192 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 :

60348968573. 1

60348968574. 2

60348968575. 3

60348968576. 4

Question Number : 38 Question Id : 60348918193 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 these

Options :

60348968577. 1

60348968578. 2

60348968579. 3

60348968580. 4

Question Number : 39 Question Id : 60348918194 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The full form of B.E.P is

1. Break-even point
2. Break-even product
3. Break equivalent point
4. None of these

Options :

60348968581. 1

60348968582. 2

60348968583. 3

60348968584. 4

Question Number : 40 Question Id : 60348918195 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 these

Options :

60348968585. 1

60348968586. 2

60348968587. 3

60348968588. 4

Question Number : 41 Question Id : 60348918196 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Marketing activity at small, specialized section of a market is -----

1. Niche marketing
2. Relationship marketing
3. Both Niche marketing and Relationship marketing
4. None of the above

Options :

60348968589. 1

60348968590. 2

60348968591. 3

60348968592. 4

Question Number : 42 Question Id : 60348918197 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 :

60348968593. 1

60348968594. 2

60348968595. 3

60348968596. 4

Question Number : 43 Question Id : 60348918198 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 these

Options :

60348968597. 1

60348968598. 2

60348968599. 3

60348968600. 4

Question Number : 44 Question Id : 60348918199 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 :

60348968601. 1

60348968602. 2

60348968603. 3

60348968604. 4

Question Number : 45 Question Id : 60348918200 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 these

Options :

60348968605. 1

60348968606. 2

60348968607. 3

60348968608. 4

Question Number : 46 Question Id : 60348918201 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Rural people prefer market as _____

1. Departmental stores
2. Mall
3. Kirana stores
4. None of these

Options :

60348968609. 1

60348968610. 2

60348968611. 3

60348968612. 4

Question Number : 47 Question Id : 60348918202 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 :

60348968613. 1

60348968614. 2

60348968615. 3

60348968616. 4

Question Number : 48 Question Id : 60348918203 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which company among the following practices MLM?

1. Sony Corporation
2. Hindustan Unilever Limited
3. Modicare
4. None of these

Options :

60348968617. 1

60348968618. 2

60348968619. 3

60348968620. 4

Question Number : 49 Question Id : 60348918204 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 :

60348968621. 1

60348968622. 2

60348968623. 3

60348968624. 4

Question Number : 50 Question Id : 60348918205 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 these

Options :

60348968625. 1

60348968626. 2

60348968627. 3

60348968628. 4

Question Number : 51 Question Id : 60348918206 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 :

60348968629. 1

60348968630. 2

60348968631. 3

60348968632. 4

Question Number : 52 Question Id : 60348918207 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Components of Marketing Information System includes.....

1. Internal Reporting System
2. Marketing Intelligence System
3. Marketing Research System
4. All of the above

Options :

60348968633. 1

60348968634. 2

60348968635. 3

60348968636. 4

Question Number : 53 Question Id : 60348918208 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 :

60348968637. 1

60348968638. 2

60348968639. 3

60348968640. 4

Question Number : 54 Question Id : 60348918209 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 :

60348968641. 1

60348968642. 2

60348968643. 3

60348968644. 4

Question Number : 55 Question Id : 60348918210 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 :

60348968645. 1

60348968646. 2

60348968647. 3

60348968648. 4

Question Number : 56 Question Id : 60348918211 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 :

60348968649. 1

60348968650. 2

60348968651. 3

60348968652. 4

Question Number : 57 Question Id : 60348918212 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 :

60348968653. 1

60348968654. 2

60348968655. 3

60348968656. 4

Question Number : 58 Question Id : 60348918213 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 :

60348968657. 1

60348968658. 2

60348968659. 3

60348968660. 4

Question Number : 59 Question Id : 60348918214 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

..... is useful when the researcher does not have enough understanding.

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

Options :

60348968661. 1

60348968662. 2

60348968663. 3

60348968664. 4

Question Number : 60 Question Id : 60348918215 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 1 and 2
4. None of the above

Options :

60348968665. 1

60348968666. 2

60348968667. 3

60348968668. 4

Question Number : 61 Question Id : 60348918216 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 :

60348968669. 1

60348968670. 2

60348968671. 3

60348968672. 4

Question Number : 62 Question Id : 60348918217 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 :

60348968673. 1

60348968674. 2

60348968675. 3

60348968676. 4

Question Number : 63 Question Id : 60348918218 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

A marketing researcher needs to identify scope, cost and time duration of research during research planning phase. The above statement is _____

1. True
2. False
3. Neither True nor False
4. None of the above

Options :

60348968677. 1
60348968678. 2
60348968679. 3
60348968680. 4

**Question Number : 64 Question Id : 60348918219 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 :

60348968681. 1
60348968682. 2
60348968683. 3
60348968684. 4

**Question Number : 65 Question Id : 60348918220 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 :

60348968685. 1

60348968686. 2

60348968687. 3

60348968688. 4

Question Number : 66 Question Id : 60348918221 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 :

60348968689. 1

60348968690. 2

60348968691. 3

60348968692. 4

Question Number : 67 Question Id : 60348918222 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 :

60348968693. 1

60348968694. 2

60348968695. 3

60348968696. 4

Question Number : 68 Question Id : 60348918223 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 :

60348968697. 1

60348968698. 2

60348968699. 3

60348968700. 4

Question Number : 69 Question Id : 60348918224 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 :

60348968701. 1

60348968702. 2

60348968703. 3

60348968704. 4

Question Number : 70 Question Id : 60348918225 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 :

60348968705. 1

60348968706. 2

60348968707. 3

60348968708. 4

Question Number : 71 Question Id : 60348918226 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 :

60348968709. 1

60348968710. 2

60348968711. 3

60348968712. 4

Question Number : 72 Question Id : 60348918227 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The central processes of Stimulus Response Theory are except

1. Drive
2. Cue
3. Response
4. Learning

Options :

60348968713. 1

60348968714. 2

60348968715. 3

60348968716. 4

Question Number : 73 Question Id : 60348918228 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 :

60348968717. 1

60348968718. 2

60348968719. 3

60348968720. 4

Question Number : 74 Question Id : 60348918229 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 :

60348968721. 1

60348968722. 2

60348968723. 3

60348968724. 4

Question Number : 75 Question Id : 60348918230 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 :

60348968725. 1

60348968726. 2

60348968727. 3

60348968728. 4

Question Number : 76 Question Id : 60348918231 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 :

60348968729. 1

60348968730. 2

60348968731. 3

60348968732. 4

Question Number : 77 Question Id : 60348918232 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 :

60348968733. 1

60348968734. 2

60348968735. 3

60348968736. 4

Question Number : 78 Question Id : 60348918233 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 for studying consumer behaviour?

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

Options :

60348968737. 1

60348968738. 2

60348968739. 3

60348968740. 4

Question Number : 79 Question Id : 60348918234 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 :

60348968741. 1

60348968742. 2

60348968743. 3

60348968744. 4

Question Number : 80 Question Id : 60348918235 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Primary reference groups are

1. Formal groups
2. Groups in which a person wants to belong
3. Information groups
4. All of the above

Options :

60348968745. 1

60348968746. 2

60348968747. 3

60348968748. 4

Question Number : 81 Question Id : 60348918236 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Objectives of purchase determine the.....

1. Terms & forms of product
2. Reasons that the consumer is seeking to satisfy
3. Consumer's buying frequency
4. None of the above

Options :

60348968749. 1

60348968750. 2

60348968751. 3

60348968752. 4

Question Number : 82 Question Id : 60348918237 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Lesser the closeness between the buyer's expectation and product perceived performance more the consumer will feel.....

1. Dissatisfied
2. Satisfied
3. Happy
4. No difference

Options :

60348968753. 1

60348968754. 2

60348968755. 3

60348968756. 4

Question Number : 83 Question Id : 60348918238 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 :

60348968757. 1

60348968758. 2

60348968759. 3

60348968760. 4

Question Number : 84 Question Id : 60348918239 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 :

60348968761. 1

60348968762. 2

60348968763. 3

60348968764. 4

Question Number : 85 Question Id : 60348918240 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 :

60348968765. 1

60348968766. 2

60348968767. 3

60348968768. 4

Question Number : 86 Question Id : 60348918241 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 :

60348968769. 1

60348968770. 2

60348968771. 3

60348968772. 4

Question Number : 87 Question Id : 60348918242 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 :

60348968773. 1

60348968774. 2

60348968775. 3

60348968776. 4

Question Number : 88 Question Id : 60348918243 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 :

60348968777. 1

60348968778. 2

60348968779. 3

60348968780. 4

Question Number : 89 Question Id : 60348918244 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. Two
2. Three
3. Four
4. Five

Options :

60348968781. 1

60348968782. 2

60348968783. 3

60348968784. 4

Question Number : 90 Question Id : 60348918245 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 :

60348968785. 1

60348968786. 2

60348968787. 3

60348968788. 4

Question Number : 91 Question Id : 60348918246 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 :

60348968789. 1

60348968790. 2

60348968791. 3

60348968792. 4

Question Number : 92 Question Id : 60348918247 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 :

60348968793. 1

60348968794. 2

60348968795. 3

60348968796. 4

Question Number : 93 Question Id : 60348918248 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 :

60348968797. 1

60348968798. 2

60348968799. 3

60348968800. 4

Question Number : 94 Question Id : 60348918249 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 :

60348968801. 1

60348968802. 2

60348968803. 3

60348968804. 4

Question Number : 95 Question Id : 60348918250 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 :

60348968805. 1

60348968806. 2

60348968807. 3

60348968808. 4

Question Number : 96 Question Id : 60348918251 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which one of the following is not 4Ps of marketing?

1. Price
2. Product
3. Practice
4. Place

Options :

60348968809. 1

60348968810. 2

60348968811. 3

60348968812. 4

Question Number : 97 Question Id : 60348918252 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Select the one that describes about "The Clayton Act."

1. Give an opportunity for the consumer who suffered loss and damage due to the marketing mal-practices and to seek compensation
2. Impose rules on obscene programming commercial aimed at children and political act in order to control the United States Communication Industry
3. To control the unfair or false advertising claims
4. All of the above

Options :

60348968813. 1

60348968814. 2

60348968815. 3

60348968816. 4

Question Number : 98 Question Id : 60348918253 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 :

60348968817. 1

60348968818. 2

60348968819. 3

60348968820. 4

Question Number : 99 Question Id : 60348918254 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 :

60348968821. 1

60348968822. 2

60348968823. 3

60348968824. 4

Question Number : 100 Question Id : 60348918255 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The consumer rights are except.....

1. The right to safety
2. The right to be informed
3. The right to hoarding
4. The right to be heard

Options :

60348968825. 1

60348968826. 2

60348968827. 3

60348968828. 4