

**SECTION II****[TO BE ATTACHED TO THE MAIN ANSWER-BOOK]****M.Com DEGREE (CSS) PRIVATE EXAMINATION, NOVEMBER 2023**

F007899A

**DO NOT WRITE YOUR REGISTER NUMBER OR NAME ANYWHERE IN****SECTION II OF THE QUESTION PAPER****CM010103MCQ - MARKETING MANAGEMENT**

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Answer **all** questions.

All questions carry equal weight

Put a tick mark [✓] against the correct answer

1. Buying, assembling and selling are \_\_\_\_\_ functions of marketing.  
(a) Merchandising function      (b) Facilitating function  
(c) Distribution function      (d) None of these
2. \_\_\_\_\_ is a process of identifying the areas of market that are different from one another  
(a) Marketing      (b) Segmentation  
(c) Targeting      (d) None of these
3. Testing before launching a product is known as \_\_\_\_\_.  
(a) Test marketing      (b) Acid test  
(c) Market test      (d) None of these
4. \_\_\_\_\_ is the act of designing the company's offering and image to occupy a distinctive place in the target market's mind.  
(a) Positioning      (b) Segmentation  
(c) Consumer market      (d) None of these
5. The legalized version of a brand is known as \_\_\_\_\_.  
(a) Standardization      (b) Quality  
(c) Trademark      (d) None of these
6. Brand loyalty indicates customer's \_\_\_\_\_ towards the brand.  
(a) Commitment      (b) Belief  
(c) Attributes      (d) None of these

7. Maximizing the market share is the objective of company in \_\_\_\_\_ stage of product life.
- (a) Growth            (b) Maturity
- (c) Introduction    (d) None of these
8. Which of the following is not an element of promotion mix?
- (a) Branding            (b) Sales promotion
- (c) Personal selling    (d) None of these
9. There are \_\_\_\_\_ elements in promotion mix.
- (a) 4    (b) 6
- (c) 5    (d) None of these
10. \_\_\_\_\_ is a group of product within the product mix that are closely related to each other
- (a) Soft goods    (b) Consumer products
- (c) Product line    (d) None of these
11. \_\_\_\_\_ strategy help in generating brand awareness and brand recall among the consumers
- (a) Brand evaluation    (b) Brand promotion
- (c) Brand awareness    (d) None of these
12. \_\_\_\_\_ is a measure of the attachment that a customer has to a brand.
- (a) Brand association    (b) Brand awareness
- (c) Brand loyalty        (d) None of these
13. Which service sector of India is a dominant sector in the country as against other sectors?
- (a) SEIS                (b) GDP
- (c) All of the above    (d) None of these
14. The extent to which service components are pleasing to the customers are \_\_\_\_\_
- (a) Customization    (b) Aesthetics
- (c) Relationship        (d) None of these
15. \_\_\_\_\_ is a pervasive function of marketing
- (a) Customer relationship    (b) Grading
- (c) Marketing research        (d) None of these
16. The concept of 'unsystematic market' comes under
- (a) Macro environment    (b) Micro environment
- (c) All of the above        (d) None of these

17. The concept of market segmentation was introduced by \_\_\_\_\_  
(a) William J Stanton    (b) Wendell Smith  
(c) R S Devar    (d) None of these
18. \_\_\_\_\_ refers to the specific market focused by a firm to carry out its marketing activities  
(a) Target market    (b) Target marketing  
(c) Marketing    (d) None of these
19. The behavioural pattern of a consumer depends on the nature of consumer's \_\_\_\_\_  
(a) Personality    (b) Motivation  
(c) Perception    (d) None of these
20. Organisational buyers purchase in \_\_\_\_\_ quantities  
(a) Large    (b) Medium  
(c) Small    (d) None of these

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No. of MCQ's Attempted :

Weight Score :

(To be entered by the examiner)

No. of MCQ's not Attempted :

**ATTACH SECTION II INTERNAL EXAMINATION MCQ PAPER  
WITH THE MAIN ANSWER BOOK**