

SECTION II

[TO BE ATTACHED TO THE MAIN ANSWER-BOOK]

M.COM DEGREE (CSS) PRIVATE EXAMINATION, NOVEMBER 2022

01E40EBB

DO NOT WRITE YOUR REGISTER NUMBER OR NAME ANYWHERE IN

SECTION II OF THE QUESTION PAPER

CM010103MCQ - MARKETING MANAGEMENT

Answer **all** questions.

All questions carry equal weight

Put a tick mark [✓] against the correct answer

1. Marketing is a process which aims at _____
(a) Satisfaction of customer needs (b) Selling products
(c) Production (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. Industrial products are _____ products.
(a) B2B (b) B2C
(c) FMCG (d) None of these
4. _____ referred to as zero segmentation.
(a) Mass marketing (b) Niche marketing
(c) Differentiated marketing (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. The only revenue producing element in the marketing mix is,

- (a) Product (b) Price
- (c) Promotion (d) None of these

7. Which of the following is not a sales rules promotion tool?

- (a) Advertising (b) Dealer contest
- (c) Discount (d) None of these

8. Which of the following is not an element of service marketing mix?

- (a) People (b) Packaging
- (c) Process (d) None of these

9. There are _____ elements in promotion mix.

- (a) 4 (b) 6
- (c) 5 (d) None of these

10. What is an important aspect of determining the satisfactory capacity of a product?

- (a) Generic product (b) Desirability
- (c) Industrial product (d) None of these

11. _____ is the use of an established brand name in new product categories

- (a) Brand extension (b) Brand evaluation
- (c) Brand loyalty (d) None of these

12. _____ is the necessary information about the product that the consumer desires to buy

- (a) Labelling (b) Branding
- (c) All the above (d) None of these

13. Service are characterized by all of the following characteristics except for _____

- (a) Intangibility (b) Homogeneity
- (c) Perishability (d) None of these

14. _____ refers to the nature of the environment in which services is delivered.

- (a) Physical evidence (b) Process
- (c) All of the above (d) None of these

15. Transportation belongs to _____ function of marketing

- (a) Exchange (b) Physical supply

(c) Facilitating (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. _____ is considered as a narrow down approach which is extended beyond niche marketing

(a) Local marketing (b) Micro marketing

(c) Mass marketing (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. _____ are the main source of demand for all the goods

(a) Consumers (b) Buyers

(c) Both a and b (d) None of these

20. _____ is the degree of protection against danger, damage or loss

(a) Security (b) Utility

(c) Economy (d) None of these

No. of MCQ's Attempted :

Weight Scored :

(To be entered by the examiner)

No. of MCQ's not Attempted :

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WITH THE MAIN ANSWER BOOK**