

SAIRAM-PGTRB

COMMERCE

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UNIT 1 – MARKETING

1. In sales promotion, AIDA stands for
 - A) Advertisement, interest, Desire& Action
 - B) Action, Interest, Desire& Advertisement
 - C) Attention, Interest Desire & Action**
 - D) Attention, Investment, Desire & Action
2. Marketing is a
 - a) Social process
 - b) Economic process
 - c) Exchange process
 - d) Both a and b**
3. Advertising is necessary in the stage of
 - A) Introduction
 - B) Growth**
 - C) Maturity
 - D) None of the above
4. Who are also known as “Functions a Middlemen”?
 - a) Agents
 - b) Resident buyer
 - c) Jobbers
 - d) All the above**
5. Which one of the following does not belong to shopping goods?
 - a) Women’s clothing
 - b) Jewellery
 - c) Watches**
 - d) Hardware
6. “Breaking the bulk” is possible when there is
 - a) Channels of distribution

- b) **Middleman**
c) Transportation
d) None of these
7. Middlemen have to perform which of the following marketing functions?
A) Concentration
B) Equalisation
C) Dispersion
D) **above All the above**
8. Which method of selling is typically American in origin?
a) Consignment selling
b) Symbolic selling
c) **Franchise selling**
d) None of these
9. Symbolic Marketing is referred to
a) **Where two or more companies develop a joint marketing strategy**
b) Where there is a great symbol of selling
c) Where two or more new strategy to exploit old customers
d) None of these
10. The retailer is also known as a /an
a) Agent
b) Broker
c) Assemblers
d) **Dealer**
11. Who are mainly dealers in agricultural products?
a. Cheap jacks
b. Market traders
c. **Street traders**
d. All of the above
12. "Voluntary chains" are sometimes referred to as
a) **Retailers co-operatives**
b) Consumers co-operatives
c) Chain stores
d) Voluntary associations
13. Hyper markets are called
A) Super market
B) **Giant sized super markets**
C) Large super market
D) Woolworth chain market

14. Example of Coca-cola production is to a

- a) Target marketing
- b) Product marketing
- c) Consumer marketing
- d) Mass marketing**

15. Fun foods kinds really like” is referred to

- a) Geographic segmentation
- b) Demographic segmentation
- c) Age segmentation**
- d) Sex segmentation

16. Marketing segmentation reveals the ----- opportunities facing a firm.

- a) Micro - marketing
- b) Market division
- c) Marketing mix
- d) Market segment**

17. “Pull blend “ and Push blend” these two words are distinct types of

- a) Sales blends
- b) Promotion blends**
- c) Planning blends
- d) Operational blends

18. Personal selling is related to

- a) Push blend**
- b) Pull blend
- c) Mass impersonal blend
- d) Action sales

19. Mass impersonal sales is related to

- a) Action sales
- b) Push sales
- c) Direct sales
- d) pull blend**

20. “Sales promotion at salesmen’s level” is also to be termed as

- a) Sales force sales promotion**
- b) Sales force in market
- c) Personal selling
- d) b and c

21. Promotion is

- a) Known as sales
- b) a Personal selling

c) **a broader in outlook** d) a narrow terms

22. The specific purpose(s) of promotion is/are

a) to communication

b) to compete

c) to convince

d) all of the above

23. "Price of offer" is also known as

a) Bargain offer

b) Price packs

c) either (a) or (b)

d) neither (a) nor (b)

24. Example of sales promotion at consumer level is

a) **Trading stamps**

b) Business stamps

c) Post stamps

d) Advertising stamps

25. Tourist guides execute the job of -----

a. **retailer** b. wholesaler

b. del- creder d. agent

All the best

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