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PG-TRB COMMERCE (E/M) MODEL TEST-I
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7. The buying process starts when the buyer recognizes a ________.

6. Which of the following would be the best illustration of a subculture?
   a) A religion.
   b) A group of close friends.
   c) Your university.
   d) Your occupation.

5. The ________ concept holds that consumers and businesses, if left alone, will ordinarily not buy enough of the organization’s products.
   a) production
   b) selling
   c) marketing
   d) holistic marketing

4. Marketers often use the term ________ to cover various groupings of customers.
   a) People
   b) buying power
   c) demographic segment
   d) market

3. Chimney Sweeps employs people to clean fireplaces and chimneys in homes and apartments. The firm is primarily the marketer of which one of the following?
   a) An image
   b) A service
   c) A good
   d) An idea

2. Marketing management is ________.
   a) managing the marketing process
   b) monitoring the profitability of the company’s products and services.
   c) the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.
   d) developing marketing strategies to move the company forward

1. Good marketing is no accident, but a result of careful planning and ________.
   a) execution
   b) selling
   c) strategies
   d) research

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BASICS OF MARKETING

Duration: 1 hour

MODEL TEST-I

Max. Mark: 100

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8. If actual performance exceeds the expected performance of the product, then customer is ________.
   a) Satisfied   b) Dissatisfied   c) Delighted   d) Neutral

9. Bread and milk are which kind of products?
   a) Specialty Products   b) Convenience Products   c) Shopping products   d) Unsought products

10. Parents buy toys for their children act as ____________ in the buying process.
    a) Decider   b) Buyer   c) Maintainer   d) All of the above

11. If a firm is practicing ____________________, the firm is training and effectively motivating its customer-contact employees and all of the supporting service people to work as a team to provide customer satisfaction.
    a) double-up marketing   b) interactive marketing   c) service marketing   d) internal marketing

12. A cluster of complementary goods and services across diverse set of industries is called as ____________
    a) Market place   b) Meta market   c) Market space   d) Resource Market

13. Adding new features to a product is advocated by which of the approaches?
    a) Product Approach   b) Production Approach   c) Marketing Approach   d) Selling Approach

14. One of the key tasks of marketers is __________ and to create consumer perceptions that the product is worth purchasing. To make products easily visible and available
    a) To promote sales of products
    b) To differentiate their products from those of competitors
    c) To do marketing surveys
    d) None of these

15. What is the last stage of the consumer decision process?
    a) problem recognition   b) post purchase behavior
    c) alternative evaluation   d) purchase
16. _______ markets are made up of members of the distribution chain.
   a) Consumer  b) Business-to-business (industrial)  c) Channel  d) Institutional

17. Which of the following is considered a “key player” in the marketing industry?
   a) Marketer  b) Suppliers or vendors  c) Distributors or retailers  d) All of the above

18. Marketing Mix is the most visible part of the marketing strategy of an organization.
   a) True  b) False  c) None of these  d) Else other

   a) True  b) False  c) None of these  d) Else other

20. A transaction in which the organization is making an initial purchase of an item to be used to perform a new job refers to which of the following purchases?
   a) Straight rebuy purchase  b) Delayed purchase  c) New-task purchase  d) Modified rebuy purchase

21. _______ markets include a wide variety of profit and nonprofit organizations, such as hospitals, government agencies, and schools, which provide goods and services for the benefit of society.
   a) Consumer  b) Business-to-business (Industrial)  c) Reseller  d) Institutional

22. Which of the following is NOT considered a type of reseller?
   a) Wholesaler  b) Retailer  c) Manufacturer  d) Distributor

23. The promotion “P” of marketing is also known as ________.
   a) Product  b) Differentiation  c) Distribution Cost  d) Marketing Communication

24. When a company distributes its products through a channel structure that includes one or more resellers, this is known as ________.
   a) Indirect marketing  b) Direct marketing  c) Multi-level marketing  d) Integrated marketing

25. In marketing theory, every contribution from the supply chain adds ________ to the product.
26. Institutional markets consist of people who buy products and services for personal use.
   a) True  b) False  c) None of these  d) Else other

27. Listing alternatives that will solve the problem at hand and determining the characteristics of each occurs during which stage of the final consumer’s decision process?
   a) Information search  b) Purchase  c) Evaluation of alternatives  d) Post purchase

28. The act of trading a desired product or service to receive something of value in return is known as which key concept in marketing?
   a) Product  b) Exchange  c) Production  d) Customer

29. The most basic level of a product is called the:
   a) Core product  b) Central product  c) Fundamental product  d) Augmented product

30. Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called a(n):
   a) Idea  b) Demand  c) Product  d) Service

31. In _______ consumers may share a strong need that cannot be satisfied by an existing product.
   a) Negative demand  b) Latent demand  c) Declining demand  d) Irregular demand

32. Marketing is both an “art” and a “science” there is constant tension between the formulated side of marketing and the ________ side.
   a) Creative  b) Selling  c) Management  d) Behavior

33. Mr. Lopez buys goods and services for use in the production of products that are sold and supplied to others. Mr. Lopez is involved in ________.
   a) Consumer buying behavior  b) Post-purchase dissonance  
   c) Retail buyer behavior  d) Business buyer behavior

34. The four unique elements to services include:

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35. Convenience products usually have intensive distribution because sales of these products tend to have a direct relationship to availability.
   a) True  
   b) False  
   c) None of these  
   d) else other

36. The ______ holds that the organization’s task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer’s and the society’s well being.
   a) customer-centered business  
   b) focused business model  
   c) societal marketing concept  
   d) ethically responsible marketing

37. A change in an individual's behavior prompted by information and experience refers to which one of the following concept?
   a) Learning  
   b) Role selection  
   c) Perception  
   d) Motivation

38. Holistic marketers achieve profitable growth by expanding customer share, ________, and capturing customer lifetime value. undermining competitive competencies
   a) building customer loyalty  
   b) milking the market for product desires  
   c) renewing a customer base  
   d) None of these

39. ________ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share.
   a) Market-skimming  
   b) Value-based  
   c) Market-penetration  
   d) Leader

40. While buying milk which kind of behaviour is displayed by a person?
   a) Extensive problem solving behaviour  
   b) Routinized buying behaviour
41. _______ markets include a wide variety of profit and nonprofit organizations, such as hospitals, government agencies, and schools, which provide goods and services for the benefit of society.
   a)Consumer     b)Business-to-business (Industrial)     c)Reseller     d)Institutional

42. Which of the following is NOT considered a type of reseller?
   a) wholesaler   b) retailer     c) manufacturer      d) distributor

43. The promotion “P” of marketing is also known as _______
   a) Product Differentiation   b) Distribution Cost
   c) Marketing Communication   d) None of these

44. When a company distributes its products through a channel structure that includes one or more resellers, this is known as _______
   a) indirect marketing     b) direct marketing
   c) multi-level marketing     d) integrated marketing

45. In marketing theory, every contribution from the supply chain adds _______ to the product.
   a) Value     b) costs     c) convenience     d) ingredients

46. Institutional markets consist of people who buy products and services for personal use.
   a) True     b) False     c) None of these     d) else other

47. Listing alternatives that will solve the problem at hand and determining the characteristics of each occurs during which stage of the final consumer’s decision process?
   a) Information search     b) Purchase     c) Evaluation of alternatives     d) Post purchase

48. The act of trading a desired product or service to receive something of value in return is known as which key concept in marketing?
   a) product     b) exchange     c) production     d) customer
49. The most basic level of a product is called the:

a) core product.    b) central product.   c) fundamental product.   d) augmented product.

50. Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called a(n):

a) idea.    b) demand.   c) product.   d) service.

51. In _______ consumers may share a strong need that cannot be satisfied by an existing product.

a) negative demand   b) latent demand   c) declining demand   d) irregular demand

52. Marketing is both an “art” and a “science” there is constant tension between the formulated side of marketing and the ________ side.

a) creative    b) selling   c) management   d) behavior

53. Mr. Lopez buys goods and services for use in the production of products that are sold and supplied to others. Mr. Lopez is involved in ________.

a) consumer buying behavior    b) post-purchase dissonance   c) retail buyer behavior   d) business buyer behavior

54. Convenience products usually have intensive distribution because sales of these products tend to have a direct relationship to availability.

a) True    b) False   c) None of these   d) else other

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

a) Learning    b) Role selection   c) Perception   d) Motivation

56. Holistic marketers achieve profitable growth by expanding customer share, ________, and capturing customer lifetime value. undermining competitive competencies

a) building customer loyalty    b) milking the market for product desires

c) renewing a customer base   d) none of these
57. _______ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share.

a) Market-skimming  
b) Value-based  
c) Market-penetration  
d) Leader

58. While buying milk which kind of behaviour is displayed by a person?

a) Extensive problem solving behaviour  
b) Routinized buying behaviour  
c) Variety seeking behaviour  
d) None of the above

59. Whether to sell via intermediaries or directly to consumers, how many outlets to sell through, and whether to control or cooperate with other channel members are examples of decisions marketers must make about

a) Promotion  
b) Price  
c) Distribution  
d) Product

60. The extended Ps of service marketing mix are:

a) People, Product, Place  
b) Price, Physical Evidence, Promotion  
c) Physical Environment, Process, People  
d) Product, Process, Physical Environment

61. A social and managerial process by which individuals and organizations obtain what they need and want through value creation refers to which one of the following concepts?

a) Selling  
b) Advertising  
c) Barter  
d) Marketing

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

a) Shape  
b) Size  
c) Very expensive  
d) Intangibility

65. Which one of the following phrases reflects the marketing concept?

a) The supplier is a king in the market  
b) Marketing should be viewed as hunting not gardening  
c) This is what I make, won’t you please buy it?  
d) This is what I want, won’t you please make it?

66. The task of any business is to deliver _______ at a profit.
67. The solution to price competition is to develop a differentiated:
   a) product, price, and promotion.
   b) offer, delivery, and image.
   c) package and label.
   d) international Web site.

68. Red Cross blood donations are considered to be specialty products and, therefore, have a specialty offer to the consumer.
   a) True
   b) False
   c) None of these
   d) else other

69. You purchase cleaning supplies for your custodial help regularly. It is showing which buying situation?
   a) Modified rebuy
   b) Straight rebuy
   c) Modified straight rebuy
   d) Consumer buy

70. Internal marketing is marketing by a service firm to train and effectively motivate its customer-contact employees and all the supporting service people to work as a team to provide customer satisfaction.
   a) True
   b) False
   c) None of these
   d) else other

71. Customer’s evaluation of the difference between all the benefits and all the costs of a marketing offer relative to those of competing offers refers to which of the following options?
   a) Customer perceived value
   b) Marketing myopia
   c) Customer relationship management
   d) Customer satisfaction

72. Buying goods and services for further processing or for use in the production process refers to which of the following markets?
   a) Consumer markets
   b) Government markets
   c) Business markets
   d) International markets

73. The packaging concept states what the package should be or do for the product.
   a) True
   b) False
   c) None of these
   d) else other

74. Marketing managers should adapt the marketing mix to ___________________ and constantly monitor value changes and differences in both domestic and global markets.
75. Resellers may actually take ownership of the product and participate in the marketing, including the advertising.
   a) True  b) False  c) None of these  d) else other
76. The materials and ingredients used in producing the product are obtained from other companies who are referred to as distributors.
   a) True  b) False  c) None of these  d) else other
77. The ________ refers to the various companies that are involved in moving a product from its manufacturer into the hands of its buyer.
   a) distribution chain  b) network chain  c) supply chain  d) promotion network
78. ________ is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.
   a) Target marketing  b) Psychographic segmentation
   c) Product Differentiation  d) Consumer behavior
79. A person’s ________ consist(s) of all the groups that have a direct (face-to-face) or indirect influence on his/her attitudes or behavior.
   a) culture  b) subculture  c) psychographics  d) reference groups
80. Product choice is greatly affected by economic circumstances. All of the following would be among those circumstances EXCEPT ________.
   a) savings and assets  b) debts  c) occupation  d) borrowing power
81. ________ is a set of distinguishing human psychological traits that lead to relatively consistent and enduring responses to environmental stimuli.
   a) Image  b) Personality  c) Beliefs Heredity  d) Culture
82. ________ portrays the “whole person” interacting with his or her environment.
91. Product planners need to think about products and services on three levels. Each level adds more customer value. Which one of the following is the most basic level that addresses the question, “What is the buyer’s problem?”

- a) Attitude
- b) Reference group
- c) Lifestyle
- d) Culture
- e) Subculture

83. A ________ when it is aroused to a sufficient level of intensity.

- a) need becomes a motive
- b) motive becomes a need
- c) desire becomes a reality
- d) unfulfilled demand becomes a crisis

84. The five-stage model of the consumer buying process includes all of the following stages EXCEPT ________.

- a) problem recognition
- b) information search
- c) social interaction
- d) purchase decision

85. If performance meets consumer expectations, the consumer is ________.

- a) delighted
- b) satisfied
- c) disappointed
- d) surprised

86. The primary purpose of marketing activities is to facilitate and encourage exchange transactions with potential customers.

- a) True
- b) False
- c) None of these
- d) else other

87. Merchant wholesalers sell goods and services directly to final consumers for their personal, nonbusiness use.

- a) True
- b) False
- c) None of these
- d) else other

88. A service can be defined as “any activity or benefit that one party can offer another that is essentially intangible and that does not result in the ownership of anything.”

- a) True
- b) False
- c) None of these
- d) else other

89. The intangible nature of many services can create unique challenges for marketers.

- a) True
- b) False
- c) None of these
- d) else other

90. Auction sites, such as eBay, QXL are examples of Consumer-to-Consumer (C2C) channels.

- a) True
- b) False
- c) None of these
- d) else other

91. Product planners need to think about products and services on three levels. Each level adds more customer value. Which one of the following is the most basic level that addresses the question, “What is the buyer's problem?”
92. The mental act, condition or habit of placing trust or confidence in another shows which of the following options?

   a) Motive  
   b) Belief  
   c) Behavior  
   d) Attitude

93. How do consumers respond to various marketing efforts the company might use? What is a starting point of a buyer’s behavior?

   a) Belief  
   b) Subculture  
   c) Post purchase feeling  
   d) Stimulus-response Model

94. Which one of the following factor relates to family that influences consumer behavior?

   a) Cultural  
   b) Social  
   c) Personal  
   d) Business

95. Unique psychological characteristics that lead to relatively consistent and lasting responses to one’s own environment refers to which one of the following?

   a) Belief  
   b) Culture  
   c) Personality  
   d) Self-awareness

96. Which one of the following statements by a company chairman BEST reflects the marketing concept?

   a) We have organized our business to satisfy the customer needs
   b) We believe that marketing department must organize to sell what we produce
   c) We try to produce only high quality, technically efficient products
   d) We try to encourage company growth in the market

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

   a) Price of the product  
   b) Need recognition  
   c) Customer satisfaction  
   d) Quality of product

98. The factors such as the buyer’s age, life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept that influences buyer’s decisions refers to which one of the following characteristic?
99. A ______ is someone seeking a response (attention, a purchase, a vote, a donation) from another party, called the ________.
   a) salesperson, customer           b) voter  marketer
   c) prospect  politician           d) celebrity, audience

100. Companies selling mass consumer goods and services such as soft drinks, cosmetics, air travel, and athletic shoes and equipment spend a great deal of time trying to establish a superior brand image in markets called ________.
   a) business markets               b) global markets
   c) consumer markets              d) nonprofit and governmental markets
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