

Seat No.: 

## MARCH - 2022 (Summer session) Examination

Subject Code: 66192 **RM & I.T.**

(विद्यार्थ्यांनी हा विषय कोड OMR वर लिहावा / Student should fill this code on OMR sheet)

Subject Name: B.Voc (Commerce)\_66192\_66192 - Marketing Management I I\_26.07.2022\_4.00 PM

Date: 26-07-2022 **(Part - II, Sem - IV)** Time: 16:00:00 to 17:00:00

QP Code: 8568QP

Total Marks : 50 Each Question 2 Marks, Total 25 Ques, Duration 1 Hr

1. Out Of 4ps in marketing mix three are product, promotion, and price, which is the 4th P

- |            |              |
|------------|--------------|
| a. Purpose | b. Place     |
| c. Pursuit | d. Promotion |

2. Which one of the following is NOT the stage that customers go through in the process of adopting a new product?

- |               |             |
|---------------|-------------|
| a. Awareness  | b. Interest |
| c. Evaluation | d. Culture  |

3. "Place" in 4Ps mean same as

- |                 |           |
|-----------------|-----------|
| a. Promotion    | b. People |
| c. Distribution | d. Demand |

4. Which among these is not the nature and characteristic of a service.

- |                  |                  |
|------------------|------------------|
| a. Intangibility | b. Durability    |
| c. Variability   | d. Perishability |

5. If the company's sales are slow down, and profits level off or decline. At which stage the company has reached?

- |                 |             |
|-----------------|-------------|
| a. Introduction | b. Decline  |
| c. Growth       | d. Maturity |

6. New product development starts with which one of the following steps of new product development?

- |                   |                    |
|-------------------|--------------------|
| a. Idea screening | b. Idea generation |
| c. Test marketing | d. Concept testing |

7. \_\_\_\_\_ refers to the system that assists the organization in delivering the service

- |            |                         |
|------------|-------------------------|
| a. Product | b. Process              |
| c. Price   | d. Physical environment |

8. Promotion has to be given a little more importance in marketing services due to the \_\_\_\_\_

- |                 |  |
|-----------------|--|
| a. Hybrid offer | b. Tangible and intangible characteristics |
|-----------------|--|

c. Pure service

d. Tangible good with accompanying services

9. Which of the following marketing mix activity is most closely associated with newsletters, catalogues and invitations to organization-sponsored events?

a. Pricing

b. Promotion

c. Distribution

d. Product

10. Which one of the following concepts is a useful philosophy in a situation when the product's cost is too high and marketers look for ways to bring it down?

a. Selling concept

b. Product concept

c. Production concept

d. Marketing concept

11. Which is the form of the element of promotion mix among?

a. Personal selling

b. Advertising

c. Sales promotion

d. All of the above

12. What does this statement show "Trade of value between two parties"?

a. Competition

b. Transaction

c. Exchange

d. Need

13. The buying process starts from which one of the following stages in which the buyer recognizes a problem or need

a. Need recognition

b. Information search

c. Evaluation of alternative

d. Purchase decision

14. What do we call a person who first suggests the idea of buying something?

a. Influencer

b. Initiator

c. Buyers

d. Marketer

15. The first step in the development of a direct marketing strategy is

a. customer response

b. presenting the message

c. business definition

d. customer contact

16. Who suggested product, pricing, place, promotion all these in a company represents "Market Mix"?

a. Neil Borden

b. Nielsen

c. Philip Kotler

d. Stephen Morse

17. The process of setting a low initial price for attracting a large number of buyers quickly to cover a large market share is known as

a. Going-rate pricing

b. Penetration pricing

c. Value based pricing

d. Skimming pricing

18. generally which of the following promotional component have higher cost per contact?

a. advertising

b. personal selling



c. sales promotion

d. publicity

19. Another word for complete segmentation is

a. macromarketing

b. micromarketing

c. niche marketing

d. mass marketing

20. Product line' refers to

a. a specific product or brand

b. a group of closely related product

c. a set of all products offered for sale by company

d. all of the above

21. A reduction in price on purchase during a stated period of time is known as.

a. Sale

b. Discount

c. Allowance

d. None of these

22. The movie Spiderman 3 was launched in India in five different languages, including ●ojpuri. It is an example of

a. Local marketing

b. Niche marketing

c. Mass marketing

d. None of the above

23. Personal selling is not

a. face to face connect with buyer

b. interpersonal communication

c. involve use of spoken words only

d. mass communication

24. The basic function of branding is

a. appeal

b. protection

c. identification

d. retention

25. Sensitivity of demand to change in price is known as

a. Cost-plus price

b. Break-even price

● price elasticity

d. Inelastic



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