

CLASS: B.Com.

15A/87

St. JOSEPH'S COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 620 002

SEMESTER EXAMINATIONS – APRIL 2015

TIME: 40 Minutes

MAXIMUM MARKS: 30

SEM	SET	PAPER CODE	TITLE OF THE PAPER
II	2014	14UCO230402	MARKETING

**SECTION - A**

Answer all the questions:

30 × 1 = 30

Choose the correct answer:

- The word “market” is derived from the Latin work \_\_\_\_\_.
  - Marcatus
  - Marker
  - Marcate
  - Marcat
- Marketing starts with customers and ends with \_\_\_\_\_.
  - Manufacturer
  - Customers
  - Retailers
  - Wholesaler
- \_\_\_\_\_ is the functions of exchange.
  - Storing
  - Transportation
  - Buying
  - Risk bearing
- Hand to mouth buying is also known as \_\_\_\_\_.
  - Conservative buying
  - Concentrated buying
  - Speculative buying
  - Reciprocal buying
- The Caveat Emptor means \_\_\_\_\_.
  - Let retailer beware
  - Let the buyer beware
  - Let producer beware
  - None of these
- The act of sorting out goods according to the established standards is known as \_\_\_\_\_.
  - Packing
  - Packaging
  - Grading
  - Standardization

7. \_\_\_\_\_ is also known as product assortment.
- a) Market Mix
  - b) Product Mix
  - c) Promotion Mix
  - d) None of these
8. New product development process starts with \_\_\_\_\_.
- a) Idea Screening
  - b) Business Analysis
  - c) Idea Generation
  - d) Market Test
9. \_\_\_\_\_ is the strong image a brand has formed in the minds of the buyer.
- a) Brand Loyalty
  - b) Brand Equity
  - c) Logo
  - d) Copy right
10. \_\_\_\_\_ is applicable to authors and book publishers.
- a) Trade Mark
  - b) Brand
  - c) Copy right
  - d) Patents
11. \_\_\_\_\_ acts as a silent salesman.
- a) Labeling
  - b) Packaging
  - c) Branding
  - d) Both a and c
12. Agmark is a certification mark employed on \_\_\_\_\_.
- a) Agricultural goods
  - b) Industrial goods
  - c) Consumer goods
  - d) Unsought goods
13. \_\_\_\_\_ is / are the objective of pricing.
- a) Return on investment
  - b) Market share
  - c) Meeting competition
  - d) All of these
14. \_\_\_\_\_ is the external factor influencing the price.
- a) Costs
  - b) Pricing policy
  - c) Marketing objectives
  - d) Competitors
15. \_\_\_\_\_ is the amount of money charged for a product or service.
- a) Price
  - b) Product
  - c) Promotion
  - d) Place

16. Which one of the following is not a promotional pricing?  
a) Special event pricing            b) Low interest pricing  
c) Cash rebates                        d) Freight absorption pricing
17. The act of selling the same article at different prices to different buyers is known as \_\_\_\_\_.  
a) Discriminatory                        b) Psychological pricing  
c) Location pricing                      d) Prestige pricing
18. A market structure where only one firm is marketing a particular production service and there are no close substitutes.  
a) Pure competition                      b) Oligopoly  
c) Monopoly                                d) Perfect competitive
19. In the AIDA formula 'I' stands for \_\_\_\_\_.  
a) Interest                                 b) Intention  
c) Interaction                              d) Interpersonal
20. \_\_\_\_\_ is a paid form of non-personal communication.  
a) Publicity                                b) Advertisement  
c) Public relation                         d) Promotion
21. \_\_\_\_\_ is a promotional advertising.  
a) Window display                        b) Magazines  
c) Radio                                      d) TV
22. \_\_\_\_\_ is a process of informing customers to persuade them to purchase products through personal communication.  
a) Advertisement                         b) Publicity  
c) Sales promotion                         d) Persona selling
23. A promotion designed to inform the target market about the firm's offering is known as \_\_\_\_\_.  
a) Persuasive promotion                b) Reminder promotion  
c) Informative promotion                d) Buyer behaviour modification

24. The objectives of personal selling are / is \_\_\_\_\_.  
a) Increase sales                      b) Increase profit  
c) Obtain new customer              d) All of these
25. \_\_\_\_\_ is the combination of middlemen that a company uses to move its products to the ultimate consumers.  
a) Channel of distribution            b) Intensity of distribution  
c) Industrial distribution              d) None of these
26. \_\_\_\_\_ operate between the manufacturer and resellers.  
a) Retailers                              b) Wholesalers  
c) Both a and b                          d) a only
27. Selling directly to ultimate consumers is \_\_\_\_\_.  
a) Retailing                              b) Wholesale  
c) Distribution                          d) Merchandising
28. CRM stands for \_\_\_\_\_.  
a) Consumer Related Management  
b) Customer Relationship Management  
c) Chain Relation Management  
d) Customer Related Marketing
29. Online marketing is also known as \_\_\_\_\_.  
a) E-Marketing                          b) Internet Marketing  
c) Web Marketing                        d) All of these
30. \_\_\_\_\_ is the range of activities undertaken by a retailer to promote awareness and sales of the company's products.  
a) Retail Marketing                      b) Online Marketing  
c) Supply Chain Management          d) None of these

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