1. Stage of PLC -  
A. Introduction  
B. Growth  
C. Maturity & Decline  
D. All of the above  

Answer: D

2. Market control process consists  
A. Correcting Deviations  
B. Performance Appraisal  
C. Formation of Performance standards  
D. All of the above  

Answer: D

3. The marketing plan provides both  
A. The vision and control  
B. The vision and the post  
C. The vision and the cost  
D. The vision and the direction  

Answer: D

4. "A marketing policy is a statement of a course of action which will be followed under a given set of circumstances." Who said it?  
A. McCarthy  
B. Manson and Rath  
C. William J. Stanton  
D. None of these  

Answer: C

5. Marketing research does not normally  
A. Describe the current situation  
B. Gather environmental information  
C. Provide a continuous source of information  
D. Relate to all aspects of marketing operations  

Answer: C

6. Which of the following is not factors of the demand variable, according to Philip Kotler?  
A. Customer Variable  
B. Competition Variable  
C. Environment Variable  
D. All of the above  

Answer: D
7. Which of the following is not controllable variable of marketing management?
A. Science Environment          B. Economic Environment
C. Competitive Environment      D. Technological Environment

Answer: B

8. The marketing concerns requires both fixed capital and
A. Share Capital                B. Working Capital
C. Flexible Capital             D. Long-term Capital

Answer: B

9. Promotion mix is the particular combination of promotional tools used by a company to ____ with its audiences.
A. Plan                          B. Help
C. Communicate                  D. Purchasing Decision

Answer: C

10. Internal marketing environment includes
A. Markets                      B. Employees
C. Service provider             D. All of these

Answer: D

11. Internet Marketing does not deal
A. Advertising                   B. Display Advertising
C. Interactive Marketing         D. E-mail Marketing and Web advertising

Answer: B

12. The most structured marketing problems are likely to be those dealing with
13. The life cycle concept places particular emphasis on risks. For management in any firm, of failing to cultivate invention and innovation" this statement refers to
A. Product Life Cycle  
B. Product Cost Plan  
C. Product Price Policy  
D. Market Segmentation

Answer: A

14. MRP stands for
A. Marketing Research Planning  
B. Material Requirements Planning  
C. Management Resource Planning  
D. Manufacturing Resource Planning

Answer: D

15. Which is a base of green marketing?
A. Product  
B. Programme  
C. Capital Flow  
D. Greenhouse gas reduction market

Answer: D

16. The market process involves, which functions?
A. Buying  
B. Storing  
C. Selling  
D. All of these

Answer: D

17. Which is not a form of Internet Marketing?
A. e-Marketing  
B. On-line marketing  
C. Internet advertising  
D. Product Mix and Branding
18. The Market environment consists
A. Technology  B. Competition
C. Socio-economic  D. All of these
Answer: D

19. Which is the problem of marketing communication?
A. Distance  B. Lack of trust
C. Hidden sources and data  D. All of these
Answer: D

20. Micro marketing environment include
A. Consumer  B. Suppliers
C. Local share holder  D. All of these
Answer: D

21. A market segment should be
A. Sizeable  B. Measurable
C. Profitable  D. All of the above
Answer: D

22. Element of promotion mix -
A. Public relations  B. Personal selling
C. Sales promotion  D. All of the above
Answer: D
23. Marketing research data is gathered by
A. Controlled experiment    B. In-depth interviews
C. Observation               D. All of the above

Answer: D

24. The marketing manager have to carry out their responsibilities integrating all these factors in the management
A. Goals   B. Process
C. Objective   D. Opportunity

Answer: B

25. Sales Promotion includes
A. Publicity   B. Advertising
C. Sales Promotion and Personal Selling   D. All of the above

Answer: D

26. Which of the following point is responsibility for effective market segmentation?
A. Substantiality   B. Measurability
C. Easy & accessibility   D. All of the above

Answer: D

27. Marketing Process involves
A. Product   B. Human Needs
C. Demand Flow   D. All of the above

Answer: D

28. Marketing planning is concerned with
A. Planning sales force size and deployment   B. Planning consignment sales contracts to be offered
C. Planning the amount the placement of newspaper ads   D. All of the above

Answer: D

29. Advertising does appear to be important in
A. Information   B. Brand image
C. Highlighting Specific Features   D. All of the above

Answer: D

30. Philosophy of marketing
A. Sale oriented marketing   B. Product oriented marketing
C. Production oriented marketing   D. All of the above

Answer: D

31. Brand concept not includes
A. Brand name   B. Digital marketing
C. Brand personality   D. Brand identity and value

Answer: B

32. Which research includes all types of researchers into human motives when it refers to qualitative research designed to uncover the consumer's subconsciousness or hidden motivations?
A. Price Research   B. Marketing Research
C. Managerial Research   D. Motivational Research

Answer: D

33. Marketing segmentations division of market into separate homogeneous group of customer on the basis of
A. Psychographic factors   B. Demographic factors
C. Geographical variables   D. All of the above

Answer: D
34. A marketing plan is composed of basic components namely :-
   A. Objective  
   B. Procedure  
   C. Programme  
   D. All of the above  

Answer: D

35. Elements of marketing planning is
   A. Marketing planning is a managerial function  
   B. In envisages determination of the future course of marketing action  
   C. It involves an analysis of past events and projection of future events  
   D. All of the above  

Answer: D

36. Marketing management is the process of product planning, pricing, promotion and _____ along with the services to generate transaction that satisfies the organizational and user objectives.
   A. Goals  
   B. Reward  
   C. Distribution or Place  
   D. None of these  

Answer: C

37. Which one of the following is controllable variable of marketing management?
   A. Packaging  
   B. Advertisement  
   C. Legal Environment  
   D. Political Environment  

Answer: B

38. Macro marketing environment include
   A. Society  
   B. Politics  
   C. Technology  
   D. All of these  

Answer: D
39. Marketing planning consists
A. Product Positioning  
B. Distribution Network  
C. Market Segmentation  
D. All of the above

Answer: D

40. The market process involves which functions
A. Buying  
B. Storing  
C. Financing  
D. All of the above

Answer: D

41. In marketing 'SEM' means
A. Sales-even-Money  
B. Strategy-Engine-Money  
C. Search-Engine-Marketing  
D. Sales-Engine-Management

Answer: C

42. In marketing mix, which four P's are covered
A. Product, Price  
B. Product, Price, Place, Promotion  
C. Product, Price, Positioning, Promotion  
D. Product, Price, Penetration Promotion

Answer: B

43. A method for achieving maximum market response from limited marketing resources by reorganizing differences in the response characteristics of various part of the market is known as
A. Market strategy  
B. Market targeting  
C. Market positioning  
D. Market segmentation

Answer: D

44. Which is the basic form of Innovation?
A. Introduction of novel production process  
B. Improvement and development of existing firm


C. Improvement and development of existing process  
D. All of the above

Answer: D

45. Marketing is -
A. An expenses  
B. A cost of service  
C. A cost of product  
D. Essential an operational and purposive pursuit

Answer: D

46. False and mishandling claims vulgarity in advertisement do not match with
A. Sales promotion  
B. Ethics in advertising  
C. Aggressive advertising  
D. Mass level of advertising

Answer: B

47. A Product line is a group of Products that are closely related to
A. Power  
B. Product  
C. Promotion  
D. Production style and Brand

Answer: B

48. Modern Marketing includes
A. Green Marketing  
B. Social Marketing  
C. Digital Marketing  
D. All of the above

Answer: D

49. Who plays their significant role in distribution of goods when they do not sell to ultimate users or consumers?
A. Retailer  
B. Mediator  
C. Wholesaler  
D. Commission agent
50. The marketing concern generally taps three sources for financing its activities there are
A. Bank Credit   B. Trade Credit
C. Owned Capital  D. All of the above

Answer: D

51. The concept of on-line marketing is different from the concept of
A. Commerce   B. e-commerce
C. e-Accounting  D. All of these

Answer: D

52. Re-defining business relationship includes
A. Re-intermediation   B. Dis-intermediation
C. Formation of business network  D. All of the above

Answer: D

53. A brand is a name, term, symbol, design combination of these which identifies the goods or services of one seller or group those sellers and differentiates them from of
A. Other sellers   B. Other market
C. Other marketing  D. Other product or services

Answer: A

54. Functions of marketing management consists
A. Marketing planning   B. Marketing organisation
C. Determination the marketing objects  D. All of the above

Answer: D

55. The marketing concept involves
A. Customer Orientation  
B. Competition Orientation  
C. Organisation Integration  
D. All of the above  

Answer: D

56. Which one of the step is not included under the step of marketing programming process?  
A. Market response  
B. Setting objectives  
C. Selection of market targets  
D. Developing the marketing mix  

Answer: A

57. Which of the following cost may be used for pricing decision?  
A. Fixed Cost  
B. Average Cost  
C. Variable Cost  
D. All of the above  

Answer: D

58. Which is the task of advertising?  
A. Image building  
B. Behaviour reinforcement  
C. Providing information about the product  
D. All of the above  

Answer: D

59. Which of the following is pricing objectives?  
A. Competition  
B. Market Share  
C. Market Penetration  
D. All of the above  

Answer: D

60. Marketing Environment Systems covers  
A. Marketing Planning System  
B. Marketing Information System  
C. Monitoring and Control System  
D. All of the above  

Answer: D
61. Which is not a part of branch concept?
A. Product Mix  
B. Brand image 
C. Brand Franchise  
D. Brand Recognition 
Answer: A

62. "Marketing is a human activity directed at satisfying needs and wants through exchange processes." Who said?
A. Hansi L. V.  
B. D. S. Pauler 
C. Philip Kotler  
D. Peter F. Drucker 
Answer: C

63. Which is the factor of Pricing decisions?
A. Competition  
B. Trade Traditions 
C. Economic and Political Environment of the Country  
D. All of the above 
Answer: D

64. Marketing mix involves
A. Service mix  
B. Product mix 
C. Promotion/Promotional mix  
D. All of the above 
Answer: D

65. Which is the element of modern marketing?
A. It is operational  
B. It is customer oriented 
C. It emphasizes mutuality of benefit  
D. All of the above 
Answer: D

66. Pricing objectives consists
A. Skim the cream  
B. Price stabilisation 

Answer: D
67. Which is the barriers to the adoption of online Marketing?
A. Art of recording  
B. Lack of availability of skills  
C. Lack of availability of funds  
D. Lack of availability of technology  
Answer: A

68. Which is the first P’s of Marketing mix as per McCarthy?
A. Price  
B. Place  
C. Product  
D. Promotion  
Answer: C

69. Which is the part of 'Product Planning' Image?
A. Risk  
B. Credibility  
C. Total Quality Management  
D. All of the above  
Answer: D

70. An evolution of the Marketing discipline includes
A. Selling  
B. Mass Production  
C. Brand Management  
D. All of the above  
Answer: D

71. The internet offers marketers a fast, versatile and inexpensive
A. Cost of production  
B. Cost of construction  
C. Communication medium  
D. All of the above  
Answer: C
72. The concept of marketing mix involves to deliberate and careful choice of organisation product, price, promotion and place strategies and
A. Policies  B. Concept
C. Planning  D. All of the above

Answer: A

73. Pricing objectives is combination of
A. Cash Recovery  B. Profit Maximisation
C. Product Line Promotion  D. All of the above

Answer: D

74. Which is the selling tasks?
A. Product delivery  B. Inside order taking
C. Outside order taking  D. All of the above

Answer: D

75. Which factors determines the building up of a sales organisation?
A. Size of the Unit  B. Traditions and customs
C. Organisational Policy of the Management  D. All of the above

Answer: D

76. A brand includes
A. Design  B. Symbol or Number or Words
C. Combination of Name and Symbol  D. All of the above

Answer: D

77. Which concept of marketing is product-oriented?
A. Old concept of marketing  B. Entity concept of business
C. Modern concept of marketing  D. All of the above
78. Modern concept of marketing consists
A. Decision  
B. Co-ordination  
C. Responsibility towards customers  
D. All of the above

Answer: D

79. Which of the following factors affects to the planning of marketing programme?
A. Marketing Mix  
B. Demand Variable  
C. Marketing Strategy  
D. All of the above

Answer: D

80. Product line covers
A. General Retailer  
B. One Price Retailer  
C. Departmental Stores  
D. All of the above

Answer: D

81. The promotion mix involves to
A. Advertising  
B. Personal Selling  
C. Sales Promotion  
D. All of the above

Answer: D

82. The principal function of an electronic market is to facilitate the search for the
A. Required Market  
B. Required Marketing  
C. Required Product or Service  
D. All of the above

Answer: C
83. Which is the barriers to on-line Marketing?
A. Security  B. Customers Resistance
C. Infrastructural Barriers  D. All of the above

Answer: D

84. What is the use of the Internet in Marketing?
A. In Market Testing  B. In Market Research
C. In Product and Market Extension  D. All of the above

Answer: D

85. Which is the factor of Pricing decisions?
A. Controller  B. Flexibility in production
C. Style and appearance prime consideration  D. All of the above

Answer: D

86. Modern Marketing consists
A. Brand Management  B. Marketing effectiveness
C. Marketing Strategy and Research  D. All of the above

Answer: D

87. The factors that guide a marketer’s decision in selecting a promotion mix which are
A. Nature or the Product Market  B. Overall marketing strategy
C. Buyer readiness stage  D. All of the above

Answer: D

88. Which is not a part of Promotional Media?
A. Cost  B. Printing
C. Publication  D. Broadcasting out-of-home
89. Who developed the 4 P’s of marketing?
A. Hanson
B. McCarthy
C. J. R. Betty
D. Peter F. Drucker

Answer: B

90. What is the advantages of on-line marketing?
A. Increasing feedback
B. Making the size of Marketer Irrelevant
C. Making the location of Marketer Irrelevant
D. All of the above

Answer: D

91. Channels of distribution is known as
A. Path Channel
B. Trade Channel
C. Proper Channel
D. All of the above

Answer: B

92. The choice of marketing mix depends upon
A. Marketing objectives
B. The marketing environment of the organisation
C. Marketing organisation structure and information system
D. All of the above

Answer: D

93. Marketing characteristics are
A. Profit-orientation
B. Product market segmentation
C. Need based marketing strategy
D. All of the above

Answer: D
94. Which of the following is Marketing oriental?
   A. Decentralised  
   B. Broad Product line  
   C. Consumer Consideration dominate  
   D. All of the above

Answer: D

95. Which is the key feature/features of market as per Baker?
   A. A long run perspective  
   B. Start with the customer  
   C. Full use of all the company's resources  
   D. All of the above

Answer: D

96. The procedure for segmenting the industrial markets is different than the
   A. Business Markets  
   B. Industrial Markets  
   C. Consumer Markets  
   D. All of the above

Answer: B

97. Which is not the 'P' of marketing?
   A. Price  
   B. Policy  
   C. Product  
   D. Promotion

Answer: B

98. On-line Marketing includes
   A. Spatiality of on-line marketing  
   B. Non Intrusiveness of on-line advertising  
   C. Reason-orientation of on-line advertising  
   D. All of the above

Answer: D

99. Which is/are the element of Promotion Mix?
   A. Advertising  
   B. Public Relation  
   C. Trade Fairs and Exhibitions  
   D. All of the above
100. Which is the task of salesman?

A. Sales Pitch
B. Prospect for potential clients
C. Develop product and market knowledge
D. All of the above

Answer: D