

**U.G. 6th Semester Examination - 2022****COMMERCE****Course Code : BCOMSERT604****Course Title : Marketing Management**

Full Marks : 50

Time : 2 Hours

*The figures in the right-hand margin indicate marks.*

All questions are compulsory.

Choose and write the correct answer out of four options  
from the following:  $2 \times 25 = 50$

1. \_\_\_\_\_ is not a type of Marketing Concept.
  - a) The production concept
  - b) The selling concept
  - c) The societal marketing concept
  - d) The supplier concept
2. Market Segmentation is useful for \_\_\_\_\_.
  - a) prospects identification
  - b) targeting current clients
  - c) knowing customers' tastes and preferences
  - d) All of the above
3. If the company's sales are slow down, and profits level decline, at which stage the company has reached?
  - a) Introduction
  - b) Decline
  - c) Growth
  - d) Maturity
4. If actual performance exceeds the expected performance of the product then the customer is \_\_\_\_\_.
  - a) satisfied
  - b) dissatisfied
  - c) delighted
  - d) neutral
5. Marketing is a process of converting the potential customers into \_\_\_\_\_.
  - a) actual customers
  - b) prospective customers
  - c) marketers
  - d) None of these

6. Which of the following is not included in the micro environment?
- a) Suppliers
  - b) Public
  - c) Economy
  - d) Customers
7. The programmes to increase the sales through exhibition, displays, advertising etc. is called \_\_\_\_\_.
- a) Sales Promotion
  - b) Branding
  - c) Marketing research
  - d) Distribution
8. Buying decision of a customer depends on his \_\_\_\_\_.
- a) promotion
  - b) price
  - c) attitude
  - d) product
9. Supermarkets are the example of \_\_\_\_\_.
- a) Small-scale retailers
  - b) Fixed shop retailers
  - c) Large-scale retailers
  - d) None of the above

10. Green marketing is to \_\_\_\_\_.
- a) make environment friendly products
  - b) make more products with natural ingredients
  - c) make use of more green colours in packaging
  - d) educate marketers about the importance of the natural environment
11. The five-stage model of the consumer buying process includes all the stages except \_\_\_\_\_.
- a) problem recognition
  - b) information search
  - c) social interaction
  - d) purchase decision
12. "Buy it now" refers to which one of the following option?
- a) Personal selling
  - b) Advertising
  - c) Sales promotion
  - d) Publicity
13. Augmented product contains \_\_\_\_\_.
- a) basic needs
  - b) functional characteristics
  - c) additional benefits
  - d) expected features

14. \_\_\_\_\_ is the process of creating an image for a product in the minds of targeted customers.

- a) Segmentation
- b) Target marketing
- c) Positioning
- d) None of these

15. \_\_\_\_\_ is a paid form of communication by an identified sponsor.

- a) Service
- b) Advertisement
- c) Salesmanship
- d) None of these

16. AIDA stands for:

- a) Attention, Interest, Desire, Action
- b) Attraction, Interest, Desire, Action
- c) Attention, Interest, Desire, Attitude
- d) Attraction, Interest, Demand, Action

17. \_\_\_\_\_ is the father of Modern Marketing.

- a) Abraham Maslow
- b) Lester Wunderman
- c) Peter Drucker
- d) Philip Kotler

18. Marketing is a process which aims at \_\_\_\_\_.

- a) Production
- b) Profit-making
- c) The satisfaction of customer needs
- d) Selling products

19. Want for a specific product backed by an ability to pay is called \_\_\_\_\_.

- a) Demand
- b) Need
- c) Want
- d) Customer

20. All of the following are major external sources of new-product ideas, except which one?

- a) Companies can conduct surveys or focus groups to learn about consumer needs and wants
- b) Competitors are a good source of new-product ideas
- c) Some companies employ creative approaches, including both "method and madness" in helping them to generate new product ideas
- d) Good ideas come from watching and listening to customers

21. A \_\_\_\_\_ is the way consumers perceive an actual or potential product.

- a) product idea
- b) product concept
- c) product image
- d) test market

22. 'Harvesting' products occurs in which stage of the product life cycle?

- a) Growth
- b) Maturity
- c) Decline
- d) Introductory

23. Which stage usually lasts the longest in a product's life cycle?

- a) Decline
- b) Introduction
- c) Growth
- d) Maturity

24. When the same brand name holds several products in different markets, it is known as the

- a) Umbrella brand
- b) Source brand
- c) Multi-brand
- d) Range brand

25. What does EPOS stand for?

- a) Easy purchasing and ordering system
- b) Electronic purchase operating system
- c) Exclusive products' organizational standing
- d) Electronic point of sale

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