

B. P. COLLEGE OF BUSINESS ADMINISTRATION

(Constituent college of Kadi Sarva Vishwa Vidhyalaya)

BBA SEM - III

MCQ TEST September 2013

SUB: Marketing Management I (BBA 16)

Date: 10/09/13

Day: Tuesday

Total marks: 60

Duration: 45 minutes

- 1) Marketing is a _____ management process.
 - a. Technical
 - b. Economical
 - c. Natural
 - d. Social
- 2) Marketing is delivering of _____ satisfaction.
 - a. Relationship
 - b. Customer
 - c. Communication
 - d. None of these
- 3) The form taken by human needs as shaped by _____ and individual personality becomes Human wants.
 - a. natural
 - b. social
 - c. Culture
 - d. other
- 4) Human wants that are supported by _____ is called demand.
 - a. Selling power
 - b. expenditure power
 - c. none of these
 - d. purchasing power
- 5) Customer satisfaction depend upon how will product- perform lives up to customer _____.
 - a. Need
 - b. expenditure
 - c. purchase
 - d. expectation
- 6) De-marketing is the marketing to reduce demand _____ or permanently.
 - A. Expectation
 - b. Price
 - c. temporary
 - d. both a & b
- 7) TQM is called _____.
 - a. Total quantity market
 - b. Total quality management
 - c. Total quality man
 - d. Total quantity management
- 8) Assumption that guide every action is called _____.
 - a. Philosophy
 - b. sociology
 - c. physical
 - d. terminology
- 9) The management should try to improve the production and _____.
 - a. distribution
 - b. channel
 - c. Supply
 - d. both a & b
- 10) Which concept is applicable to unsought goods?
 - a. Product concept
 - b. selling concept
 - c. production concept
 - d. marketing concept
- 11) Which concept takes to a outside – in approach?
 - a. Social concept
 - b. selling concept
 - c. marketing concept
 - d. product concept
- 12) What are the 4 p's of marketing mix?
 - a. price , procurement , promotion, place
 - b. product , place, prime , promotion
 - c. promotion , price , product , palace
 - d. product, price ,place , promotion
- 13) _____ is the goods & services combination a company offers to target customer?
 - a. Product
 - b. place
 - c. promotion
 - d. Price
- 14) _____ is the amount of money that customer has to pay to obtain the product.
 - a. Place
 - b. price
 - c. promotion
 - d. product
- 15) _____ is the strategy adopted when the company has existing market & existing product?
 - a. Product development
 - b. Diversification
 - c. Market penetration
 - d. Market development

- 16) _____ is the strategy adopted when the company has existing market & new product?
 a. Market development b. diversification c. market penetration d. product development
- 17) What is the full form of BCG?
 A) Bottom constancy group B) Boston constancy group C) Bastol consumer group D) Bastol constancy goods
- 18) When the company has low market growth rate and low market share they are know as _____
 A Stars B Dogs C Question Marks D Cash Cow
- 19) When the company has high market growth rate and low market share they are know as _____
 A Stars B Dogs C Question Marks D Cash Cow
- 20) When the company has low market growth rate and High market share they are know as _____
 A Dogs B Cash Cow C Question Marks D Stars
- 21) _____ is a process by which people select, organize and interpret information to form a meaningful picture of the world
 A Perception B Motivation C Learning D Personality
- 22) When people act they _____
 A Learn B Motivation C read D Personality
- 23) _____ is the person whose views or advise influence the buying decision
 A Initiator B Influencer C Decider D Buyer
- 24) The objective of _____ type of research is to gather preliminary information that helps in defining the problem and suggest Hypothesis
 A Causal B Descriptive C Exploratory D Pilot
- 25) Information that already exist somewhere and has been collected for some other purpose is called _____
 A Primary B internal C External D Secondary
- 26) _____ is an equal part in sampling
 A Sample B Simple C Systematic D Strata
- 27) In _____ method sample are selected on the basis of expert Judgment
 A Convenience B Simple C Quota D Judgment
- 28) A Question offering only 2 answer choice are known as _____
 A MCQ B Lickert C Dichotonals D Completely Unstructured
- 29) In _____ observation the respondence are unaware that they are been observed
 A Natural B Disguised C Undisguised D Completely Unstructured
- 30) _____ involves interview with large number of respondence using a predesigned questionnaire
 A Survey B Natural C Stimulated D Completely Unstructured

