

1. ----- emphasise that profitable marketing begins with the discovery and understanding of the needs of the consumers and then develops a marketing mix to satisfy these needs.
- a) Marketing concept
  - b) Strategic plan
  - c) The product influences
  - d) The price influences

Answer: a)

2. ----- is one of the most basic influences on an individual's needs, wants and behaviour.
- a) Brand
  - b) Culture
  - c) Product
  - d) Price

Answer: b)

3. ----- develop on the basis of wealth, skills and power.
- a) Economic classes
  - b) Purchasing communities
  - c) Competitors
  - d) Social classes

Answer: d)

4. ----- refers to how an individual perceives a particular message
- a. Consumer behaviour
  - b. Consumer interest
  - c. Consumer attitude
  - d. Consumer interpretation.

Answer: d)

5. \_\_\_\_\_ are based on such things as geographic areas, religions, nationalities, ethnic groups, and age.
- a. Multilingual needs
  - b. Cultures

- c. Subcultures
- d. Product adaptation requirements.

Answer: c)

6. According to promotional mix, the method which focuses on building relationships with individual customers to maintain lasting relationship is called
- a) sales promotion
  - b) offline promotion
  - c) direct channelling
  - d) direct marketing

Answer: d)

7. The kind of information consumer obtains from advertising campaigns and sales people is classified as
- a) personal sources
  - b) commercial sources
  - c) experiential sources
  - d) all of above

Answer: b)

8. The consumer promotion technique in which customer purchase proof is send to manufacturer which then refunds some part of price is classified as
- a) cash refund
  - b) coupon
  - c) sample
  - d) premium

Answer: a)

9. The short term benefit given to the customers to attract more customers is called
- a) sales promotion
  - b) inbound promotion
  - c) outbound promotion
  - d) organizational promotion
  - e) Answer: a)

10. The pricing strategy whereby the seller initially increases the price of the products for extracting the maximum revenue and thereafter reduces the overall price is known as -

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- a. Penetration pricing strategy
- b. Skimming pricing strategy
- c. Discounted pricing strategy
- d. Bundled up pricing strategy

Answer: b)