

Marketing Management (unit 1,2) by Prof. Debendra Shaw

1. Which of the following is the feature of the marketing?
 - (a) Needs and wants
 - (b) Creating a market offering
 - (c) Customer value
 - (d) All of the above
2. Which of the statement is not true for selling?
 - (a) Focuses on the need of seller
 - (b) Aims at maximizing sales
 - (c) Involves fragmented approach to sell
 - (d) Selling is limited to exchange of goods and services
3. Today, Marketing must be understood in a new sense that can be characterized as :
 - (a) Get there first with the most
 - (b) Management of youth demand
 - (c) satisfying customer need
 - (d) Telling and selling
4. A firm has decided to localize its product and services to meet local market demands. Which one of the following approaches is a good approach to the segmentation?
 - (a) Geographic
 - (b) Demographic
 - (c) Psychographic
 - (d) Behavioral
5. At a fast-food restaurant, what is marketed?
 - (a) Goods
 - (b) Service
 - (c) a & B
 - (d) None of the above
6. ____ is the single factor that best indicates social class for market segmentation
 - (a) Age
 - (b) Time
 - (c) family structure
 - (d) occupation
7. A descriptive thoughts about something held by a buyer is known as
 - (a) personality
 - (b) beliefs
 - (c) self concept
 - (d) perception
8. The _____ is the set of consumers who profess a sufficient level of interest in a market offer.

- (a) Potential market
- (b) Available market
- (c) Target market
- (d) Penetrated market

9. Which of the following point is responsibility for effective market segmentation?

- (a) Measurability
- (b) Easy & accessibility
- (c) Substantiality
- (d) All of the above

10. Marketing segmentations division of market into separate homogeneous group of customer on the basis of

- (i) Geographical variables
- (ii) Demographic factors
- (iii) Psychographic factors
- (iv) Behavioral basis

- (a) i, ii and iii
- (b) i, ii, and iv
- (c) ii, iii and iv
- (d) All of these

Answer Key:

1	2	3	4	5	6	7	8	9	10
d	b	c	a	c	d	b	a	d	d