Subject: Marketing Management
Topic: Unit 1,2
Teacher: 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