

PROMOTION RECENT DEVELOPMENTS IN MARKETING

(UNIT 5 MARKETING MANAGEMENT)

1. Which of these are not an element of promotion?

- a. Sales Promotion
- b. Personal Selling
- c. Advertising
- d. Public Networking

2. Which of the following is a correct feature of personal selling?

- a. One to one contact
- b. Indirect communication
- c. Planning
- d. Quick Sales

3. What is Green Marketing?

- a. Marketing of Green coloured products
- b. Marketing of ideas that are environment friendly
- c. Marketing of environment friendly products and services
- d. Marketing of products approved by the Green Bench

4. "Consumerism actually should be, must be, and I hope will be the opportunity of Marketing. This is what we in Marketing have been waiting for". Who said this?

- a. Peter Drucker
- b. Kotler
- c. C Thomsen
- d. American Marketing Association

5. Which of the following is a correct example of urban to rural marketing?

- a. Selling of pesticides, consumer durables, FMCG products etc.
- b. Selling of fruits, vegetables, Grains, etc.
- c. Selling of cattle, carts, etc.
- d. Exporting of agricultural commodities

6. Which of the following statements are false?

- a. Services are perishable in nature
- b. McDonalds fast food chain is an example of service marketing
- c. In-service marketing, ownership transfer takes place once the sale contract takes place
- d. Services are produced and consumed at the same time

7. A type of marketing that is an approach used to develop activities aimed at changing or maintaining peoples behavior for the benefit of individuals and society as a whole is called -

- a. Sustainable marketing
- b. Social marketing
- c. Consumerism
- d. Rural marketing

8. Which of the following a not a part of online marketing?

- a. e-commerce activities
- b. One to one contact
- c. Full functional website
- d. Registration with any online business directory

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9. Which of the following is not an objective of advertising?
- | | |
|-----------------------------|------------------------------|
| a. Building relationship | b. Introducing a new product |
| c. Developing a brand image | d. Providing information |
10. Which of the following is not a sales promotion tool?
- | | |
|-----------------------------------|------------------|
| a. Joint promotion | b. Finance deals |
| c. Salesman trying to make a Sale | d. Free gifts |

ANSWER KEY

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