MCQ

1) While setting the Price of a Product, marketers
 a) Select the pricing objective
 b) Estimate demand
 c) Analyse competitors cost, offers and prices
 d) All of the above Ans: d

2) The pricing objectives are
 a) Maximum current profit, market share and market skimming
 b) Survival
 c) Product quality leadership
 d) All of the above Ans: d

3) If companies face intense competition and faced with over-capacity, the pricing objective is
 a) Survival
 b) Maximum current profit
 c) Maximum market share
 d) Maximum market Skimming Ans: a

4) ………………… includes all direct variable costs and aims at maximizing the contribution towards fixed costs
 a) Mark-up Pricing
 b) Absorption Cost Pricing
 c) Demand Based Pricing
 d) Marginal Cost Pricing Ans: d

5) A strategy that involves setting an artificially high price and afterwards offering the product at substantial savings is known as
 a) Differentiated Pricing
 b) Mark-up Pricing
 c) Psychological discount Pricing
 b) Festive event Pricing Ans: c

6) A ____________________ is a set of interdependent organizations involved in the process of making products or services available for end-users.

 a) retailer b) wholesaler c) distribution channel d) middleman Ans: c

7) Distribution Channel Management overcomes the major time, place, and ______________ gaps between the producers of goods and services and those who would use them.

 a) possession b) profit c) image d) psychological Ans: a

8) ___________________means and underlies one agent in one territory, specified and assigned by the manufacturer

 a) Sole-selling Agent b) C & F Agent c) Wholeseller d) Direct Marketing Agent Ans: a

9) _________________ is the actual, physical movement of goods between two points

 a) Logistics b) Transportation c) Materials handling d) Materials management Ans:b

10) Economic Order Quantity can be determined by

 a) Procurement Costs b) Carrying Costs c) Both the above d) None of above Ans: c