

MCQ

- 1) Anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need is called:
a) Demand b) Idea c) Product d) Service Ans: c
- 2)buy Products anduse Product:
a) Consumers & Customers b) Customers & Consumers c) Buyers & Sellers
d) Buyers & Customers Ans: b
- 3)means the classification of Standardised Products into well defined classes or groups:
a) Gradation b) Segmentation c) Standardisation d) Specification Ans: a
- 4) An organization with several product lines has which one of the following mix that consists of all the product lines and items which a particular seller offers for sale?
a) Product Mix b) Brand Mix c) Consumer Mix d) Packaging Mix Ans: a
- 5) New Product Development starts with which one of the following steps:
a) Idea Screening b) Concept Testing c) Idea generation d) Test Marketing Ans: c
- 6) Testing of a New Product in selected market segments before full scale marketing is known as:
a) Acid Test b) Concept Testing c) Market Test d) Test Marketing Ans: c
- 7) In the of Product Life Cycle the demand goes up, size of the market expands, sales and profits increases:
a) Introduction Stage b) Growth Stage c) Maturity Stage d) Decline Stage Ans: b
- 8) The of Product Life Cycle normally keeps on lasting for a longer period than other stages and sales level falls flat due to market saturation:
a) Introduction Stage b) Growth Stage c) Maturity Stage d) Decline Stage Ans: c
- 9)is attaching a tag with a product that describes it:
a) Branding b) Packaging c) Labelling d) Grading Ans: c
- 10) The Packaging Design Test that ensures the dealers find the product attractive and convenient to handle easily is known as:
a) Structuring Test b) Dealer Test c) Optical Test d) Storing Convenience Ans: b