

MCQ - Question Bank with Answer
Advance Marketing Management II (MCQ)

1. Marketing utility consists of _____.

- A. Price.
- B. Place, price.
- C. Product, place, price and profit.
- D. Product, Price, place, promotion

ANSWER: D

2. A place for buying and selling activities is called _____.

- A. Market.
- B. Marketing.
- C. Market research.
- D. Market information.

ANSWER: A

3. The exchange value of a good service in terms of money is_____.

- A. Price.
- B. Product.
- C. Buying.
- D. Selling.

ANSWER: A

4. Selling the same product at different prices is known as_____.

- A. Price lining.
- B. Dual pricing.
- C. Geographical pricing.
- D. Monopoly pricing.

ANSWER: B

5. The words used to convey the advertisement idea is _____.

- A. Advertisement.
- B. Advertisement Research.
- C. Advertisement copy.
- D. Advertisement budget

ANSWER: C

6. Advertisement promotes_____.

- A. . Purchases.
- B. Production.
- C. Sales.
- D. Price.

ANSWER: C

7. Agricultural products are_____.

- A. Perishable.
- B. Highly priced.
- C. Low quality products.
- D. Heterogeneous goods

ANSWER: D

8. The social aspect of marketing is to ensure_____.

- A. Price.
- B. Demand.
- C. Low price with high quality.
- D. Service goods.

ANSWER: C

9. The orange juice manufacturers know that orange juice is most often consumed in the mornings. However, they would like to change this and make the drink acceptable during other time periods during the day. Which form of segmentation would they need to work with and establish strategy reflective of their desires?

- A. Gender segmentation.
- B. Benefit segmentation
- C. Occasion segmentation.
- D. Age and life cycle segmentation

ANSWER: C

10. The typical method of retail operation used by supermarkets and catalog showrooms is called:

- A. Self service retailing.
- B. Limited service retailing.
- C. Full service retailing.
- D. Service merchandiser.

ANSWER: C

11. Marketing creates profit by creating _____ to the buyer.

- A. Value.
- B. Money.
- C. Product.
- D. Price.

ANSWER: A

12. _____ needs the interest of the buyer.

- A. Product.
- B. Sales.
- C. Production.
- D. Manufacturing.

ANSWER: A

13. _____ includes the configuration of benefits, value, cost and satisfaction

- A. Demand.
- B. Innovation.
- C. Creativity.
- D. Invention.

ANSWER: D

14. All companies strive to build _____ strength.

- A. Brand.
- B. Image.
- C. Customer.
- D. Employee

ANSWER: A

15. Which one of the following is not one of the P s of marketing?

- A. Product.
- B. Price.
- C. Place.
- D. Production.

ANSWER: D

16. . Which of the following best identifies how marketing must be understood today?

- A. Satisfy customer needs.
- B. Marketing.
- C. Selling.
- D. Behaviour.

ANSWER: A

17. A _____ is a trade of value between two or more parties.

- A. Transaction.
- B. Exchange.
- C. Transfer.
- D. Prospecting.

ANSWER: A

18. Which concept holds that consumers will not buy enough of organizations product unless it takes large scale selling and promotion effort?

- A. Marketing.
- B. Selling.
- C. Production.
- D. Product.

ANSWER: B

19. _____ includes that other company's offering similar products & services to the same customer at similar prices.

- A. Supply Chain. B. Competition. C. Product. D. Price

ANSWER: B

20. _____ consists of a group of customers who share a similar set of wants

- A. Micro Marketing B. Mass Marketing. C. Market Segment. D. Market targeting.

ANSWER: A

21. The starting point for discussing segmentation is _____.

- A. Segregation. B. Positioning. C. Both. D. None

ANSWER: A

22. Need become _____ when they are directed to specific objects that might satisfy the need.

- A. Wants B. Needs C. Demand. D. Flexibility.

ANSWER: A

23. A marketer is someone seeking a response from another party called _____.

- A. Marketer. B. Prospect. C. Supplier. D. Distributor.

ANSWER: B

24. _____ are wants for specific products that are backed up an ability and willingness to buy them.

- A. Demand. B. Wants. C. Needs. D. Desire.

ANSWER: A

25. Which is intangible among the following?

- A. Product. B. Services. C. Products & services. D. Sales.

ANSWER: B

26. _____ emerges when people decide to satisfy and want through exchange.

- A. Marketing. B. Sales. C. Purchase. D. Accounting.

ANSWER: B

27. _____ concept holds consumers will favour those products that offer the most quality or performance.

- A. Product. B. Selling. C. Production. D. Sales.

ANSWER: A

28. _____ concept holds that consumers will favour those products that are conveniently available in adequate quantity and affordable.

- A. Product. B. Production. C. Selling. D. Buying.

ANSWER: B

29. _____ concepts holds that consumers if left alone will ordinarily not buy enough of the Organization's products.

- A. Marketing. B. Product. C. Selling. D. Buying.

ANSWER: A

30. _____ involves managing demand, which in turn involves managing customer relationship.

- A. Marketing management. B. Direct marketing.

- C. Production management. D. Advertising.

ANSWER: A

31. At which stage in the International Trade Cycle does a country usually import foreign goods?

- A. Introduction stage. B. Growth stage. C. Maturity stage. D. Saturation stage.

ANSWER: B

32. Which stage of the product lifecycle is marked by falling costs and rising revenues?
A. Introduction stage. B. Growth stage. C. Maturity stage. D. Saturation stage.

ANSWER: D

33. The usual source for new products is_____.

A. Marketing research

B. R&D.

C. Accidental discoveries.

D. A variety of sources including customers, competitors, serendipity and formal processes

ANSWER: A

34. The term marketing refers to_____.

A. New product concepts and improvements.

B. Advertising and promotion activities.

C. A philosophy that stresses customer value and satisfaction.

D. Planning sales campaigns.

ANSWER: C

35. A brand is a _____.

A. Name.

B. Term.

C. Sign.

D. A combination of all of the above.

ANSWER: D

36. A marketing philosophy summarized by the phrase a good product will sell itself is
Characteristic of the_____ period.

A. Production.

B. Sales.

C. Marketing. D. Relationship.

ANSWER: A

37. An organization with a_____ orientation assumes that customers will resist purchasing
Products not deemed essential. The job of marketers is to overcome this resistance through
personal selling and advertising.

A. Production.

B. Marketing.

C. Relationship.

D. Sales.

ANSWER: B

38. In the relationship marketing firms focus on_____ relationships with_____.

A. Short term customers and suppliers.

B. Long term customers and suppliers.

C. Short term customers.

D. Long term customers.

ANSWER: D

39. Which of the following is NOT an element of the marketing mix?

A. Distribution.

B. Product.

C. Target market.

D. Pricing.

ANSWER: C

40. The term marketing mix describes _____.

A. A composite analysis of all environmental factors inside and outside the firm.

B. A series of business decisions that aid in selling a product.

C. The relationship between a firm's marketing strengths and its business weaknesses.

D. A blending of four strategic elements to satisfy specific target marker.

ANSWER: A

41. Newsletters, catalogues, and invitations to organisation-sponsored events are most closely
associated with the marketing mix activity of _____.

A. Pricing.

B. Distribution.

C. Product development.

D. Promotion.

ANSWER: D

42. A market with which of the following characteristics would generally be less competitive?

- A. High barriers to entry.
- B. Lots of potential substitutes exist.
- C. Strong bargaining power among buyers.
- D. Strong bargaining power among suppliers.

ANSWER: C

43. The process of anticipating future events and conditions and determining the best way to achieve organizational objectives is known as _____.

- A. Researching.
- B. Planning.
- C. Controlling.
- D. Managing.

ANSWER: B

44. Which one of the following best describes the present value of the stream of future profits expected over the customer's life time purchase?

- A. Customer's Life time value.
- B. Supplier's Life time Value.
- C. Company's life time value.
- D. Future value.

ANSWER: A

45. Market expansion is usually achieved by _____.

- A. More effective use of distribution.
- B. More effective use of advertising
- C. By cutting prices.
- D. All of the above are suitable tactics.

ANSWER: B

46. The following are all major stages of a product life cycle except _____.

- A. Sales decline.
- B. Market maturity.
- C. Market Introduction.
- D. Market Growth.

ANSWER: C

47. Techniques of sales promotions are _____.

- A. Free samples.
- B. Free offers.
- C. Merchandising.
- D. All the above.

ANSWER: D

48. A _____ is a set of segments sharing some exploitable similarity.

- A. Over segment.
- B. Counter segment.
- C. Super segment.
- D. Selection segment.

ANSWER: A

49. The firm must consider whether investing in the segment makes sense giving the firm _____ and _____.

- A. Knowledge & objective.
- B. Objective & resource.
- C. Knowledge & resource.
- D. None.

ANSWER: A

50. _____ and _____ are the major factors influencing the selection of suppliers.

- A. Price and Quantity
- B. Price and Quality.
- C. Price and Delivery.
- D. Quantity and Delivery.

ANSWER: C

51. Promotion mix includes Sales Promotion, Personal Selling, Advertising and

- a) Marketing
- b) Sales
- c) Publicity
- d) None of these

Ans: C

52. Copy testing is also known as

- a) Pre Testing
- b) Copy writing
- c) concurrent testing
- d) Preview

Ans: A

53. Consumer promotion, trade promotion and _____ are the three forms of sales promotion
a) Media Promotion b) Sales Force Promotion c) Core Promotion d) Media Mix

Ans: B

54. _____ media can give 24 hour exposure to the public eye.

a) Television b) Print c) Internet d) Flex Board

Ans: D

55. It is popularly known as free form of promotion

a) Advertisement b) Publicity c) Personal Selling d) Marketing

Ans: B

56. Which among the following is an example of Trade promotion?

a) Coupons b) Samples c) Push Money d) None of these

Ans: C

57. Which among the following is a Pull Strategy?

a) Trade promotion b) Consumer Promotion c) Sales Force Promotion d) None of these

Ans: B

58. If a company gives false message to the customers, it is known as

a) Obscene ads b) Subliminal ads c) Deception d) None of these

Ans: C

59. The strategy that encourages dealers and distributors to sell a product is known as

a) Push b) Pull c) Combination d) Marketing

Ans: A

60. Creating image of product in the minds of target group is called

a) Marketing b) positioning c) Branding d) Popularizing

Ans: B

61. The process of purchasing space in a media is

a) Media Spacing b) Media Scheduling c) Media Purchasing d) Media Buying

Ans: D

62. The plan that show time, date and frequency of an advertisement is

a) Media Plan b) Media Schedule c) Media Time d) Media Space

Ans: B

63. Series of advertisement messages that share a single idea or theme is

a) Advertisement Campaign b) Advertisement Group

c) Advertisement Cluster d) Advertisement Series

Ans: A

64. Point of Purchase Ads are also known as

a) In-Store Advertising b) Built-in Advertising c) Green Advertising d) Stock Advertising

Ans: A

65. The specific carrier within a medium is called

a) Media Carrier b) Media Bus c) Media Van d) Media Vehicle

Ans: D

66. A series of actions that media planners take to attain the media objectives

a) Media Function b) Media Strategy c) Media Policy d) Media Option

Ans: B

67. The combination of media used for advertising in a target market is

a) Media Mix b) Market-Media Match c) Media Advertising d) Media Option

Ans: A

68. Selection of most appropriate cost-effective medium in advertisement is

- a) Media Buying b) Media Scheduling c) Media Purchasing d) Media Selection

Ans: D

69. Direct mail advertising sends messages through

- a) Audio b) Video c) Mail d) None of these

Ans: C

70. Which of the following is more of personal medium of advertisement?

- a) Internet Advertisement b) Broadcast Media c) Direct Mail Advertising d) Print Media

Ans: C

71. Independent organization of creative people for advertisement and promotional tools are called

- a) Advertisement Makers b) Advertisement Creators
c) Advertisement Developers d) Advertisement Agency

Ans: D

72. Which tool of the promotional mix consists of short-term incentives to encourage the purchase or sale of a product or service?

- a) advertising b) public relations c) direct marketing d) sales promotion

Ans: D

73. If a company wants to build a good “corporate image,” it will probably use which of the following marketing communications mix tools?

- a) advertising b) public relations c) direct marketing d) sales promotion

Ans: B

74. _____ is direct communications with carefully targeted individual consumers to obtain an immediate response.

- a) Personal selling b) Public relations c) Direct marketing d) Sales promotion

Ans: C

75. Which of the following promotional forms is often described as being too impersonal and only a one-way communication form?

- a) advertising b) personal selling c) public relations d) sales promotion

Ans: A

76. The promotion tool that may include coupons, contests, premiums, and other means of attracting consumer attention is best described as being which of the following?

- a) advertising b) personal selling c) public relations d) sales promotion

Ans: D

77. A _____ is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.

- a) push strategy b) pull strategy c) blocking strategy d) integrated strategy

Ans: A

78. Which of the following strategies is usually followed by B2C companies with respect to promotion strategy?

- a) Push strategy b) Pull strategy c) Blocking strategy d) Integrated strategy

Ans: B

79. Which of the following strategies is usually followed by B2B companies with respect to promotion strategy?

- a) Push strategy b) Pull strategy c) Blocking strategy d) Integrated strategy

Ans: A

80. Marketing management must make four important decisions when developing an advertising program. All of the following would be among those decisions EXCEPT:

- a) Setting advertising objectives.
- b) Conducting advertising culture audit
- c) Setting the advertising budget.
- d) Developing advertising strategy.

Ans: B

81. The first step in developing an advertising program should be to:

- a) Set advertising objectives.
- b) Set the advertising budget.
- c) Evaluate advertising campaigns.
- d) Develop advertising strategy.

Ans: A

82. A specific communication task to be accomplished with a specific target audience during a specific period of time is called an:

- a) Advertising campaign.
- b) Advertising objective.
- c) Advertising criterion.
- d) Advertising evaluation.

Ans: B

83. Which of the following WOULD NOT be one of the primary advertising objectives as classified by primary purpose?

- a) to inform
- b) to persuade
- c) to remind
- d) to make profits

Ans: D

84. _____ is used heavily when introducing a new product category.

- a) Persuasive advertising
- b) Inferential advertising
- c) Reminder advertising
- d) Informative advertising

Ans: D

85. Keeping consumers thinking about the product is the objective for which type of advertising?

- a) Informative advertising.
- b) Psychological advertising.
- c) Reminder advertising.
- d) Persuasive advertising.

Ans: C

86. Determining the promotion budget on the basis of financial availability of capital is characteristic of which of the following budget methods?

- a) Affordable method
- b) percentage-of-sales method
- c) competitive-parity method
- d) objective-end-task method

Ans: A

87. Setting the promotion budget so as to match the budgets of the competitors is characteristic of which of the following budget methods?

- a) Affordable method
- b) Percentage-of-Sales method
- c) competitive-parity method
- d) Objective-end-task method

Ans: C

88. _____ are vehicles or channels through which the advertising messages are transmitted to target consumers so that the desired action may be induced at the consumer level

- a) advertisement media
- b) advertisement copy
- c) advertising layout
- d) teaser advertisements

Ans : A

89. _____ is a plan of presenting the message in a more specific and compact form within the advertising space available to the target consumers

- a) advertisement media
- b) advertisement copy
- c) advertising layout
- d) teaser advertisements

Ans: C

90. All of the following methods are used for evaluating advertising effectiveness EXCEPT:
a) Pre- test b) Post- test c) Concurrent test d) Marginal test

Ans: D

91. All of the following methods are considered to be concurrent testing methods EXCEPT:
a) consumer diaries b) co-incidental surveys c) readability studies d) electronic devices

Ans: C

92. The central theme of an advertisement that motivates the consumer to make a purchase decision is?

a) Advertising appeal b) Advertisement script c) Slogan d) Headline

Ans: A

93. The aggregate of all the factors which arouse the needs of customers and guide them in final selection is called?

a) Advertising appeal b) Advertising media c) Advertisement d) Buying motive

Ans: D

94. Which among the following is not an essential of advertising appeal?

a) It must be conceptually sound b) It must be interesting
c) It must be economical d) It must be complete

Ans: C

95. The type of appeal which is related to a person's psychological and social needs for purchasing products and services?

a) Rational appeal b) Emotional appeal c) Moral appeal d) Humour appeal

Ans: B

96. Aishwarya Rai Bachan endorsing L'Oreal is an example of?

a) Rational appeal b) Beauty appeal c) Sex appeal d) Emotional appeal

Ans: B

97. The content and context of a message contained in an advertisement is called?

a) Ad copy b) Script c) Body d) Advertising appeal

Ans: A

98. An Ad copy which informs the target group the fact that the manufacturer is established enough to give them the right goods is?

a) Institutional copy b) straight selling copy c) Educational copy d) expository copy

Ans: A

99. Searching and identifying potential buyers for a product is ____

a) Selling b) Prospecting c) Compelling d) Canvassing

Ans: B

100. If a copy tells openly and directly all the features of a product or a service with the help of suitable pictures, photos and diagrams to impress a customer, it is called?

a) descriptive copy b) educational copy c) straight selling copy d) expository copy

Ans: D

101. An Ad copy that uses the endorsement of a satisfied customer?

a) comparative copy b) reminder copy c) expository copy d) testimonial Ad copy

Ans: D

102. Which among the following is the right sequence of copywriting process?

a) planning, research, organisation, writing, checking, proof reading, editing, revision
b) research, planning, organisation, writing, checking, proof reading, editing, revision
c) planning, research, organisation, writing, checking, editing, proof reading, revision

d) research, planning, organisation, writing, checking, editing, proof reading, revision

Ans: A

103. Consider the following statements:

Statement 1: Two major dimensions of advertising are message creation and message dissemination

Statement 2: Message creation is meaningful once the advertisement is created.

- a) Both statements are right b) Both statements are wrong
- c) Only Statement 1 is correct d) Only statement 2 is correct

Ans: C

104. Consider the following statements:

Statement 1: Media planning refers to series of decision involving delivery of messages to the target audience

Statement 2: The central theme of media planning is message dissemination.

- a) Both statements are right b) Both statements are wrong
- c) Only Statement 1 is correct d) Only statement 2 is correct

Ans: A

105. Consider the following statements:

Statement 1: Media planning starts with analysis target audience

Statement 2: Media strategy is concerned with the selection of appropriate media)

- a) Both statements are right b) Both statements are wrong
- c) Only Statement 1 is correct d) Only statement 2 is correct

Ans: B

106. Consider the following statements:

Statement 1: Print media is the oldest and basic forms of mass communication.

Statement 2: Print media can make a faster delivery than broadcast media)

- a) Both statements are right b) Both statements are wrong
- c) Only Statement 1 is correct d) Only statement 2 is correct

Ans: C

107. Consider the following statements:

Statement 1: Point of purchase advertising refers to advertising at the place and time of purchase

Statement 2: It is similar to window dressing.

- a) Both statements are right b) Both statements are wrong
- c) Only Statement 1 is correct d) Only statement 2 is correct

Ans: C

108. Which among the following is not a function of ad agency?

- a) Conduct market analysis b) Develop advertising plans
- c) Develop media strategy d) Collect feedback from target audience.

Ans: C

109. Which among the following is not an objective of advertising research?

- a) Improve the efficiency of an ad b) Develop advertising plans
- c) Evaluate impact of an ad d) To avoid wastage of money

Ans: B

110. Consider the following statements:

Statement 1: Post testing is an evaluation conducted to know whether a proposed ad campaign is appealing to target group

Statement 2: It is also known as copy testing.

- a) Both statements are right b) Both statements are wrong

c) Only Statement 1 is correct d) Only statement 2 is correct

Ans: B

111. Showing the product in a picture as being bigger than it actually is an example of

a) Deception b) Subliminal Ads c) Obscene ads d) Challenging

Ans: A

112. _____ is a self-regulatory voluntary organization of the advertising industry

a) Securities and Exchange Board of India b) Reserve Bank of India (RBI)
c) Medical Council of India d) Advertising Standards Council of India (ASCI)

Ans: D

113. Colgate is offering scholarships worth one lakh rupees to Indian students. This highlights

a) Advertising clutter b) Corporate Social Responsibility

c) Advertising revolution d) Mass advertising

Ans: B

114. Benetton 'Unhate' ad campaign, featuring world leaders kissing is a case of _____

a) Subliminal ads b) Misleading c) Obscene d) Appealing

Ans: A

115. Axe body spray ads are examples of _____

a) Obscene advertisements b) Deception c) Subliminal d) Rational appeal

Ans: A

116. The large volume of advertising in a society is known as _____

a) Advertising clutter b) Deception c) Mass advertising d) Large scale advertising

Ans: A

117. It is criticized that advertising causes people to give too much importance to _____

a) Fashion b) Material goods c) Cost of product d) Standard of living

Ans: B

118. Advertising is an important source of revenue to _____

a) Advertisers b) Public c) Media d) Government

Ans: C

119. Advertisement aims at _____

a) Product selling b) Marketing c) Customer relations d) Mass communication

Ans: D

120. _____ is directed towards consumers and traders with the intention to increase immediate or short term sales.

a) Advertising b) Direct selling c) Sales Promotion d) Publicity

Ans: C

121. The basic objective of push strategy is to encourage the _____

a) Consumer b) middlemen c) Producer c) Public

Ans: B

122. A pull sales promotion strategy concentrates on the _____

a) Consumer b) middlemen c) Producer c) Sales force

Ans: A

123. The sales promotion strategy which concentrates on the middlemen and consumers is known as _____

a) Pull Strategy b) Combination strategy c) Sale force Strategy d) Push Strategy

Ans: B

124. Couponing is an example of _____

- a) Consumer promotion Techniques
- b) Trader Promotion Techniques
- c) Sales Force Promotion Technique
- d) Dealer Promotion Technique

Ans: A

125. The reduction in the price of a product for a short span of time is known as _____

- a) Rebate
- b) Free Offer
- c) Price off offer
- d) Trade offer

Ans: C

126. _____ is a non-paid form of promotion

- a) Advertising
- b) Direct Marketing
- c) Sales Promotion
- d) Publicity

Ans: D

127. _____ is the oral communication with potential buyers of a product with the intention of making a sale.

- a) Personal Selling
- b) Direct Marketing
- c) Sales Promotion
- d) Publicity

Ans: A

128. _____ is the sum total of values, assets and liabilities generated by a branded product over a period of time.

- a) Brand loyalty
- b) Brand association
- c) Brand Equity
- d) Brand awareness

Ans: C

129. _____ is a measure of attachment that a consumer has to a brand.

- a) Brand loyalty
- b) Brand association
- c) Brand Equity
- d) Brand awareness

Ans: A

130. Communication activities which provide incentives to consumer is known as _____

- a) Advertising
- b) Direct Marketing
- c) Sales Promotion
- d) Publicity

Ans: C

131. Merchandise allowance is a _____ technique.

- a) Consumer promotion Techniques
- b) Trader Promotion Techniques
- c) Sales Force Promotion Technique
- d) Pull Promotion Technique

Ans: B

132. The additional amount of money consumers are willing to pay for a brand is known as _____

- a) Brand loyalty
- b) Brand association
- c) Brand Equity
- d) Brand awareness

Ans: C

133. Sales persons who want for the sales to come to them is known as _____

- a) Transactional
- b) Closers
- c) Relational
- d) Consultants

Ans: A

134. The process which consists of six stages; prospecting, preapproach, approach, presentation, close, and follow-up is called the:

- a) Product Marketing Process
- b) Direct Marketing process
- c) Personal selling process
- d) Purchase decision process

Ans: C

135. Excuses for NOT making a purchase commitment or decision are called _____

- a) Constraints
- b) Interventions
- c) Troubles
- d) Objections

Ans: D

136. The final stage in the personal sales process is the stage _____

- a) Follow-up
- b) Assumptive close
- c) Trial Close
- d) Presentation

Ans: A

137. AIDA stands for Awareness, _____, Desire and _____.
a) Interest; Action b) Idea; Approach c) Intensity; Appeal d) Involvement; Appeal

Ans: A

138. A consumer contest is an example of _____.

a) Personal Selling b) Sales Promotion c) Advertisement d) Indirect Selling

Ans: B

139. Avon, Amway, and Tupperware use which of the following forms of channel distribution?

a. direct marketing channel b. indirect marketing channel
c. forward channel d. fashion channel

Ans: A

140. Makers of televisions, cameras, tires, furniture, and major appliances normally use which of the following distribution channel forms?

a. direct marketing channel b. indirect marketing channel
c. horizontal channel d. synthetic channel

Ans: B

141. The benefits of marketing channels are.....

(a) Cost saving (b) Time saving (c) Financial support given (d) All of above

Ans: D

142. _____ is a marketing channel that has no intermediary levels.

a. direct marketing channel b. indirect marketing channel
c. forward channel d. hybrid channel

Ans: A

143. Which of the following is not a promotion mix?

A. Sales promotion. B. Personal selling. C. Forecasting. D. Advertising

ANSWER: C

144. Two main components of sales promotion are _____.

A. Trade promotion and consumer promotion. B. marketing promotion and sales promotion.
C. Consumer promotion and marketing promotion. D. none.

ANSWER: C

145. Marketing and selling are _____.

A. Same. B. Different. C. Almost same D. Fully varies.

ANSWER: B

146. _____ is not a part of the external marketing environment.

A. Political. B. Legal. C. Product. D. Socio cultural.

ANSWER: C

147. The middlemen who do not take any title to goods

A. Retailer. B. Wholesaler. C. Agent. D. Commission houses.

ANSWER: C

148. _____ are the basic human requirements

A. Needs. B. Wants. C. Luxuries. D. Offerings.

ANSWER: A

149. The direct channel has the limitation of _____.

A. Market exploitation. B. Communication. C. Control. D. Cost .

ANSWER: D

150. This marketing component is most likely to be standardized_____

A. Brand . B. Price. C. Advertising. D. Distribution. ANSWER: A