

Sales and distribution management

Multiple choices

1. "Benchmark" means _____

- (1) Benches for customers to sit
- (2) Set standards
- (3) Benches for salesmen to sit
- (4) Products displayed on a bench
- (5) All of the above

ADVERTISEMENTS:

Ans. (2)

2. A call centre is _____

- (1) A meeting place for DSAs
- (2) A training centre for DSAs

ADVERTISEMENTS:

- (3) A meeting place for customers
- (4) Data centre
- (5) A back office set up where customer queries are answered

Ans. (5)

ADVERTISEMENTS:

3. The sequence of a sales process is _____

- (1) Lead generation, call, presentation & sale
- (2) Sale, presentation, Lead generation & call
- (3) Presentation, Lead generation, Sale & Call

ADVERTISEMENTS:

- (4) Lead generation, Call, Sale & Presentation
- (5) There is no sequence required

Ans. (1)

4. 'Value -added services' means _____

ADVERTISEMENTS:

- (1) Additional services
- (2) Better value at a premium
- (3) Costlier services
- (4) Better value at a discount

ADVERTISEMENTS:

- (5) At services

Ans. (1)

5. To 'Close a Call' means _____

- (1) To clinch the sale
- (2) To end the conversation
- (3) To put the phone down
- (4) To close the doors
- (5) To close the business

Ans. (1)

6. 'Customization' means _____

- (1) Tailor-made products for each customer
- (2) Customers selling goods
- (3) Tailor-made products for each staff
- (4) A selling process
- (5) None of these

Ans. (1)

7. A 'Call' in marketing language means _____

- (1) Calling on a salesperson
- (2) Calling on a customer
- (3) Making a phone-call
- (4) Telemarketing
- (5) None of these

Ans. (5)

8. A marketing survey is required for _____

- (1) Deciding marketing strategies
- (2) Deciding product strategies
- (3) Deciding pricing strategies
- (4) All of these
- (5) None of these

Ans. (4)

9. The target group for Education loans is _____

- (1) Meritorious students seeking higher education
- (2) All colleges
- (3) All parents
- (4) Research scholars
- (5) All of these

Ans. (1)

10. Cross-selling means _____

- (1) Selling with a cross face
- (2) Cross country marketing
- (3) Selling to friends
- (4) Selling other products to existing customers
- (5) Selling to employees

Ans. (4)

11. Marketing segmentation is useful for _____

- (1) Preferential marketing
- (2) Targeting existing clients
- (3) Identifying prospects
- (4) Knowing customers' tastes
- (5) All of these

Ans. (5)

12. The target Group for savings deposit Accounts is

- (1) Newborn babies
- (2) Students
- (3) Parents
- (4) Businessman
- (5) All of these

Ans. (2)

13. Market Segmentation can be resorted to by means of

- (1) Segmenting by age
- (2) Segmenting by income
- (3) Segmenting by geographically
- (4) All of these
- (5) None of these

Ans. (4)

14. The target group for a Car loan is _____

- (1) All auto drivers
- (2) All auto dealers
- (3) All car owners
- (4) Any individual needing a car
- (5) All of these

Ans. (4)

15. Market information means _____

- (1) Knowledge of industries
- (2) Knowledge of households
- (3) Knowledge of peers
- (4) Knowledge of customer's tastes
- (5) All of these

Ans. (4)

16. Bancassurance means _____

- (1) Banks promising to give loans
- (2) Bank promising to pay interest
- (3) Banks selling insurance products
- (4) Assurance to repay loans
- (5) None of these

Ans. (3)

17. The target group for agricultural loan is _____

- (1) Any farmer
- (2) Farm labourers
- (3) Any individual dealing in agricultural or related activity
- (4) Farmers' societies
- (5) All of these

Ans. (3)

18. The target group for credit card is _____

- (1) Existing cardholders
- (2) All graduates
- (3) All minors
- (4) Individuals with taxable income
- (5) All of these

Ans. (4)

19. Market segmentation means _____

- (1) Segmenting the salesmen
- (2) Segmenting the employees
- (3) Segmentation the customers as per their needs
- (4) Segmenting the products
- (5) All of these

Ans. (3)

20. A 'Target Group' means _____

- (1) A group of sellers
- (2) A group of buyers
- (3) A group of products
- (4) A group of person to whom sales should be focused
- (5) All of these

Ans. (4)

21. Marketing is the art of _____

- (1) Buying more
- (2) Paying more
- (3) Selling more
- (4) Talking more
- (5) Only land 2

Ans. (3)

22. Marketing of services is resorted in _____

- (1) Manufacturing concerns
- (2) Insurance business
- (3) Hostels
- (4) Only land 2
- (5) Only 2 and 3

Ans. (5)

23. Marketing is a _____

- (1) One day effort
- (2) Team effort
- (3) One man effort
- (4) All the above
- (5) None of the above

Ans. (2)

24. Service marketing is the same as _____

- (1) Transaction marketing
- (2) Relationship marketing
- (3) Internal marketing
- (4) Outdoor marketing
- (5) All the above

Ans. (2)

25. Good marketing requires one of the following

- (1) Proper planning
- (2) Good team work
- (3) Good communication skills
- (4) Knowledge of products
- (5) All of these

Ans. (2)

26. Marketing in banks is a necessity today, due to

- (1) Liberalisation
- (2) Nationalisation
- (3) Fashion
- (4) Urbanisation
- (5) Marketing in banks is not necessary, as banking in India is more than 200 years old

Ans. (1)

27. Marketing is influenced by _____

- (1) Product demand

- (2) Public taste
- (3) Buyer behaviour
- (4) Brand image
- (5) All of the above

Ans. (5)

28. Market share means _____

- (1) Share of business among peers
- (2) Share market
- (3) Share prices
- (4) IPOs
- (5) Scope for marketing

Ans. (1)

29. Marketing helps in _____

- (1) Boosting production
- (2) Getting new clients
- (3) Interacting with strangers
- (4) All of these
- (5) None of these

Ans. (4)

30. A DSA helps in _____

- (1) Boosting direct sales
- (2) Boosting sales through the net
- (3) Strengthening indirect marketing
- (4) Strengthening telemarketing
- (5) All of the above

Ans. (1)

31. A DSA (Direct Selling Agent) is one _____

- (1) Who sells through the internet
- (2) Who works on the bank counters
- (3) Who works in bank office setup
- (4) Who sells direct to the client
- (5) None of the above

Ans. (4)

32. Selling is _____

- (1) Different from marketing
- (2) A sub-function of marketing
- (3) Same as marketing
- (4) More than marketing
- (5) None of these

Ans. (5)

33. A 'Lead' in marketing jargon, means _____

- (1) A likely consumer
- (2) A metal
- (3) A leash
- (4) A team leader
- (5) None of these

Ans. (1)

34. Good selling skills involve _____

- (1) Patience
- (2) Presence

- (3) Empathy
- (4) Knowledge
- (5) All of these

Ans. (5)

35. EMI stands for:

- (1) Earnest Monthly Instalment
- (2) Equated Money Instalment
- (3) Equated Monthly Instalment
- (4) Equated Major Instalment
- (5) Essential Monthly Instalment

Ans. (3)

36. A true marketing mindset requires _____

- (1) Control mindset
- (2) Command mindset
- (3) Passive mindset
- (4) Active mindset
- (5) Inert mindset

Ans. (4)

37. Innovation means _____

- (1) Inspiration
- (2) Enthusiasm
- (3) Compensation
- (4) Creativity
- (5) All of these

Ans. (4)

38. Internal marketing means _____

- (1) Marketing to self
- (2) Marketing to family members
- (3) Marketing to the staff members
- (4) Marketing inside India
- (5) Marketing outside India

Ans. (3)

39. Modern styles of marketing are _____

- (1) Telemarketing
- (2) Web marketing
- (3) Advertisement on the net
- (4) E-mails
- (5) All of these

Ans. (5)

40. A good and effective DSA should _____

- (1) Copy the competitor company
- (2) Criticize the competitor company
- (3) Join the competitor company
- (4) Be passive
- (5) Be more effective than the competitor company

Ans. (5)

41. Prior to the Industrial Revolution, selling was no problem and no sales team is required because

- (1) Marketing was not a subject then
- (2) People was not a subject then

- (3) People don't want to sell anything
- (4) Small-scale enterprises dominated the economic scene
- (5) None of these

Ans. (4)

42. A form of distribution in which manufacturer makes an agreement, with a middleman in each market area stipulating that the distribution of the product within that is to be confined solely to that middleman is known as-

- (1) Mass Distribution
- (2) Exclusive agency distribution
- (3) Selective distribution
- (4) Price Distribution
- (5) None of these

Ans. (2)

43. The long term objective of marketing is_____

- (1) Customer Satisfaction
- (2) Profit Maximisation
- (3) Cost cutting
- (4) Profit Maximisation with customer
- (5) None of these

Ans. (4)

44. Which among the following is statistical indicator for equality in income distribution?

- (1) Gini Coefficient
- (2) Price Indices
- (3) GNP
- (4) GDP
- (5) None of these

Ans. (1)

45. Short term planning focuses on

- (1) Functional Plans
- (2) Long term objectives
- (3) Specific Goals
- (4) Both (1) and (3)
- (5) None of these

Ans. (4)

46. In marketing terms, Attitude can best be defined as a

- (1) Rude behaviour of salesperson
- (2) Rude behaviour of Consumer
- (3) Mental state of consumer
- (4) Ego of the marketing executive
- (5) None of these

Ans. (3)

47. The nominal scale used for marketing research, refers to

- (1) Population characteristics based on age or sex or ownership of a specific consumer durable
- (2) Ordering of scale
- (3) Both 1 and 2
- (4) Neither 1 nor 2
- (5) None of these

Ans. (1)

48. Reference group influences vis-a-vis consumption decision, is a function of the

- (1) Product category
- (2) Group characteristics
- (3) Group communication process
- (4) All of the above
- (5) None of these

Ans. (4)

49. Just in time (JIT) technique is getting wider acceptance world over, the technique was first introduced in

- (1) India
- (2) Indonesia
- (3) Japan
- (4) America
- (5) None of These

Ans. (3)

50. Gate Keepers_____

- (1) Use the products
- (2) Reports on product performance
- (3) Control the flow of information into buying centre
- (4) Issue challan for discharge of products
- (5) None of these

Ans. (4)

51. Consumer Day is celebrated on_____

- (1) 15th March
- (2) 16th March
- (3) 20th April
- (4) 20th March
- (5) None of these

Ans. (1)

52. A situation where by market is expanded by developing new products to satisfy new consumer needs is called

- (1) Market development
- (2) Diversification
- (3) Both land 2
- (4) Neither 1 nor 2
- (5) None of these

Ans. (2)

53. The level of commitment that consumers feel toward a given brand is called

- (1) Brand equity
- (2) Brand name
- (3) Brand loyalty
- (4) Brand utility
- (5) None of these

Ans. (3)

54. Assigning specific jobs and work places to the selected candidates is known as_____

- (1) Placement (2) Recruitment
- (3) Transfer (4) Promotion
- (5) None of these

Ans. (1)

55. As a counselor, a personnel manager_____

- (1) Reminds the management of moral obligations towards employees
- (2) Encourages the employees
- (3) Tries to settle the disputes between labour and management
- (4) All of the above
- (5) None of the above

Ans. (2)

56. Which among the following is NOT included in fringe benefits available to an employee?

- (1) Old age survivors benefits
- (2) Pensions
- (3) Gratuities
- (4) Both land 2
- (5) None of these

Ans. (5)

57. Which among the following is an example of tele-conferencing?

- (1) Computer conferencing
- (2) Audio conferencing
- (3) Video conferencing
- (4) All of the above
- (5) None of the above

Ans. (4)

58. Information systems can assist managers by

- (1) Providing information
- (2) Providing data on internal sources
- (3) Directing
- (4) All of the above
- (5) None of the above

Ans. (4)

59. Which among the following is a disadvantage of an EDI system?

- (1) Speed
- (2) Errors
- (3) Expensive
- (4) Mismatch
- (5) None of these

Ans. (3)

60. In online marketing, there is_____

- (1) No exchange
- (2) Exchange is the core of marketing
- (3) Guarantee
- (4) Only warranty
- (5) None of these

Ans. (4)

61. EMI is marketing tool if

- (1) It is very high
- (2) It is very low
- (3) It is increasing
- (4) It is fluctuating
- (5) It has no role as marketing tool

Ans. (2)

62. The target group for Home-loan is

- (1) All body-builders
- (2) Tiles manufacturers
- (3) Housing societies
- (4) Farmers' societies
- (5) Individuals not owning any house

Ans. (5)

63. Delivery Channels means:

- (1) Sales outlets
- (2) Purchased goods
- (3) Product shelf-life
- (4) Courier person
- (5) Channel finance

Ans. (1)

64. Customer Relation can be ensured by:

- (1) Offering freebies
- (2) Offering loans at low rates
- (3) Catchy slogans
- (4) Giving incentives
- (5) Personalized services

Ans. (5)

65. Standard marketing practices include

- (1) Poaching
- (2) Unhealthy competition
- (3) Lowering the selling price
- (4) Unhealthy discount scheme
- (5) Phishing

Ans. (3)

66. Marketing of service is adopted in

- (1) Grocery stores
- (2) Garments trade
- (3) Medicine shop
- (4) Fruit stalls
- (5) Hotels

Ans. (5)

67. Selling is _____

- (1) Same as marketing
- (2) More than marketing
- (3) Offering discounts
- (4) A sub-function of marketing
- (5) Nothing to do with marketing

Ans. (4)

68. Indirect marketing is the same as

- (1) Onsite selling
- (2) Using a smart-phone
- (3) Viral marketing
- (4) Advertisements
- (5) Online marketing

Ans. (4)

69. 'To close a call' means

- (1) To look for a new clients
- (2) Telemarketing
- (3) To clinch the sale deal
- (4) Online marketing
- (5) Indoor marketing

Ans. (3)

70. Market size also means

- (1) Marketing planning
- (2) Market pricing
- (3) Market space
- (4) Market distribution
- (5) Market channels

Ans. (4)

71. Digital Marketing is the same as

- (1) Online marketing
- (2) Cross-selling
- (3) Website designing
- (4) Road shows
- (5) Door-to-door marketing

Ans. (1)

72. Service Marketing is resorted to in

- (1) All MNCs
- (2) All production houses
- (3) Industrial units
- (4) Insurance companies and banks
- (5) Fish markets

Ans. (4)

73. Customization results in

- (1) Customer exit
- (2) Customer retention
- (3) Customer complaints
- (4) Better balance sheet figures
- (5) Better technology

Ans. (4)

74. The sole aim of marketing is to

- (1) improve the balance sheet figures
- (2) increase recruitments
- (3) increase profits
- (4) increase production
- (5) increase branch network

Ans. (3)

75. Efficient marketing style requires

- (1) Proper planning
- (2) Good debating skills
- (3) Arrogant staff
- (4) Knowledge of many languages
- (5) Ignorant customers

Ans. (2)

76. Target group means

- (1) All employers

- (2) All sales persons
- (3) Intended buyers
- (4) All industries
- (5) Call center persons

Ans. (3)

77. 'Push' marketing style requires

- (1) Collective effort
- (2) Good pushing strength
- (3) Lengthy talks
- (4) Ability to identify the leads
- (5) Aggressive marketing

Ans. (1)

78. Web marketing involves

- (1) Selling websites
- (2) Door-to-door marketing
- (3) E-mail chatting
- (4) Browsing the yellow page
- (5) Web advertisements

Ans. (5)

79. The task of marketing involves

- (1) Opening new branches
- (2) Buying a company
- (3) Selling a company
- (4) Selling products and services of a company
- (5) Mergers

Ans. (4)

80. Market space means

- (1) Place where goods are sold
- (2) Trade fairs and meals
- (3) Road shows
- (4) Scope available for selling
- (5) Competition

Ans. (4)

81. Which one of the following Is NOT a target group for saving accounts?

- (1) Salaried persons
- (2) Loss making companies
- (3) Doctors
- (4) Government employees
- (5) Insurance agents

Ans. (2)

82. Target group for home loans is

- (1) Existing creditors
- (2) Persons having no house of their own
- (3) Persons having one or more than one house
- (4) Builders
- (5) NRIs

Ans. (2)

83. Digital marketing is similar to

- (1) Cold calling
- (2) Web designing

- (3) Online marketing
- (4) Market for cast
- (5) Outdoor marketing

Ans. (3)

84. Full form of DSA is _____

- (1) Delivery Staff Agency
- (2) Direct Selling Agency
- (3) Distributors and Supply Agency
- (4) Driving Sales Ahead
- (5) None of the above

Ans. (2)

85. In online marketing, there is _____

- (1) Only warranty
- (2) No exchange
- (3) Exchange is the core of marketing
- (4) Guarantee
- (5) None of the above

Ans. (1)

86. Which of the following is a part of marketing?

- (1) The Process of Creating Pricing
- (2) Distribution
- (3) Promotion
- (4) All of these
- (5) None of these

Ans. (4)

87. Marketing involves:

- (1) Product
- (2) Programme
- (3) Problem
- (4) All of these
- (5) None of these

Ans. (1)

88. A total system of interacting business activities designed to plan, price, promote and distribute want satisfying Products and Services to Present and Potential Customers.

- (1) A System of Production
- (2) A system of Accounting
- (3) A Product
- (4) All of these
- (5) None of these

Ans. (4)

89. Which is the essential of marketing?

- (1) Marketing is a human activity
- (2) Marketing is a Product
- (3) Marketing is a knowledge
- (4) All of these
- (5) None of these

Ans. (1)

90. Marketing includes

- (1) Consumer-oriented Process
- (2) Certain market

- (3) Socio-economic activity
- (4) All of these
- (5) None of these

Ans. (4)

91. Which is/are the functions of marketing?

- (1) Pricing of goods and services
- (2) Promotion
- (3) Marketing Research
- (4) Product Development
- (5) All of these

Ans. (5)

92. What is the basis of marketing?

- (1) Exchange
- (2) Net Sales and Net Profit
- (3) Profit
- (4) Packaging
- (5) All of these

Ans. (1)

93. Marketing is required in banks due to-

- (1) Computerisation
- (2) Increase in population
- (3) Globalisation
- (4) Government dictates
- (5) None of these

Ans. (3)

94. Marketing is a Social-economic activity because:

- (1) Marketing is related with Social Satisfaction
- (2) It is a Social Person
- (3) It is a Corporate Citizen
- (4) All of these
- (5) None of these

Ans. (1)

95. Certain market means-

- (1) The place where functions of marketing is exercised
- (2) Future market
- (3) Present market
- (4) All of these
- (5) None of these

Ans. (1)

96. Which is the subject matter of Marketing?

- (1) Machine, man and money
- (2) Product or Service
- (3) Capital
- (4) Brand
- (5) Place

Ans. (2)

97. Marketing is:

- (1) a day to day function
- (2) a one-off affair
- (3) a one man show

- (4) a collective process
- (5) None of these

Ans. (4)

98. Which is the subject Matter of marketing?

- (1) Man
- (2) Labour
- (3) Planning
- (4) Word
- (5) Goods and Services

Ans. (5)

99. Rural Marketing is related to-

- (1) Book
- (2) Car
- (3) Rural product like-Agricultural tools
- (4) Mobile
- (5) TV

Ans. (3)

100. Which is the feature of Rural Market?

- (1) Number of Consumer
- (2) High Income
- (3) Educated Population
- (4) High Living Standard
- (5) None of these

Ans. (1)

101. Lead generation means

- (1) Tips for selling tactics
- (2) Tips for better production
- (3) Generating leaders
- (4) Likely sources for prospective clients
- (5) None of these

Ans. (4)

102. Marketing Channel means

- (1) Delivery period
- (2) Delivery time
- (3) Delivery place
- (4) All of these
- (5) None of these

Ans. (4)

103. E-marketing is same as

- (1) Virtual Marketing
- (2) Digital Marketing
- (3) Real time marketing
- (4) All of the above
- (5) None of the above

Ans. (4)

104. Marketing in Banks is:

- (1) A one Day Function
- (2) A One Man Function
- (3) A One off Affair
- (4) All of these

(5) None of these

Ans. (5)

105. Effective Marketing Helps in:

- (1) Boosting the purchases
- (2) Boosting the sales
- (3) Diversified Business
- (4) Realization of Dreams
- (5) All of these

Ans. (2)

106. A “Buyer’s Market” means:

- (1) buyers are also sellers
- (2) sellers are also buyers
- (3) there are not sellers
- (4) demand exceeds supply
- (5) supply exceeds demand

Ans. (5)

107. The sequence of sales process is

- (1) a call, a lead, presentation, sale
- (2) a lead, a call, presentation, sale
- (3) presentation, sale, lead, call
- (4) presentation, lead, sale, call
- (5) sale, call, lead, presentation

Ans. (2)

108. A presentation means

- (1) Display of products
- (2) a gift
- (3) explaining the utility of products
- (4) display of communication skills
- (5) All of these

Ans. (3)

109. Customer retention means:

- (1) Retaining the customer at the bank for the full day
- (2) quick disposal
- (3) customer dealing with the same bank for a long time
- (4) better standards
- (5) all of these

Ans. (3)

110. Niche market means:

- (1) a free market
- (2) a social market
- (3) equity market
- (4) capital market
- (5) a specified market for the target group

Ans. (5)

111. Which of the following is target customer?

- (1) structure
- (2) factors
- (3) future customer
- (4) suppliers and producers
- (5) none of these

Ans. (3)

112. "Marketing is a mixture of mixture" this statement is related to:

- (1) product planning
- (2) price determination
- (3) cost
- (4) saving
- (5) marketing mix

Ans. (5)

113. Which of the following is the starting point of marketing?

- (1) market
- (2) production place
- (3) buyer's house
- (4) seller's house
- (5) all of these

Ans. (1)

114. Which of the following customers are main customers of a bank?

- (1) customer
- (2) employee
- (3) society
- (4) all of these
- (5) none of these

Ans. (4)

115. For customer oriented company, customer satisfaction is:

- (1) target
- (2) marketing tool
- (3) enterprise of profit
- (4) both land 2
- (5) all of these

Ans. (4)

116. Promotion mix contain(s):

- (1) advertisement
- (2) personnel sale
- (3) sales promotion
- (4) publicity
- (5) all of these

Ans. (5)

117. Demand consists:

- (1) want or need
- (2) willingness to spend
- (3) resource to purchase
- (4) only 1 and 2
- (5) all of these

Ans. (5)

118. All the market efforts starts with the discovery of:

- (1) Product
- (2) Needs & wants of consumers
- (3) Corruption
- (4) Valid Crime Case
- (5) All of the Above

Ans. (2)

119. What type of relation is there between company and suppliers?

- (1) Direct
- (2) Indirect
- (3) Multilevel
- (4) Social
- (5) Private

Ans. (1)

120. What decision is taken under Planning?

- (1) What to do?
- (2) When to do?
- (3) How to do?
- (4) Why to do?
- (5) All of the above

Ans. (5)

121. Out of the following _____ is NOT one of the three levels of a product.

- (1) Core
- (2) Augmented
- (3) Actual
- (4) Fragmented
- (5) All of these

Ans. (4)

122. Out of the following _____ is NOT an objective of pricing.

- (1) Profit
- (2) Stabilising demand and sales of the product
- (3) Improvement in product quality
- (4) Expansion of business
- (5) All of these

Ans. (4)

123. Which of the following pricing methods is NOT based on competitors pricing?

- (1) English Auction
- (2) Sealed-Bid Auction
- (3) Group Pricing
- (4) None of these
- (5) All of these

Ans. (3)

124. A prospect means:

- (1) any customer who walks into the bank
- (2) an employee of the bank
- (3) a customer who is likely to be interested in bank's product or service
- (4) a depositor of the bank
- (5) a borrower of the bank

Ans. (3)

125. Goods that are typically bought by a consumer based on a comparison of suitability, quality, price & style are called _____ goods.

- (1) Industrial
- (2) Specialty
- (3) Shopping
- (4) Convenience
- (5) All of these

Ans. (3)

126. Innovation means:

- (1) Compensation
- (2) inspiration
- (3) additional perquisites
- (4) implementing new ideas or new methods
- (5) None of these

Ans. (4)

127. A lead means:

- (1) a prospect who is more likely to avail of the Bank's product
- (2) a political leader
- (3) a religious leader
- (4) a bank chairman
- (5) None of these

Ans. (1)

128. A Call means:

- (1) calling on friends
- (2) calling on bank employees
- (3) calling on prospective customers
- (4) to make telephone calls
- (5) calling on relatives

Ans. (3)

129. The Traditional Marketing style involves:

- (1) Telemarketing
- (2) Digital Marketing
- (3) Indirect Marketing
- (4) Direct Marketing
- (5) All of the above

Ans. (4)

130. Modern Method of Marketing include:

- (1) Publicity on the net
- (2) Advertisement on the net
- (3) Soliciting business through e-mails
- (4) Tele marketing
- (5) All of the above

Ans. (5)

131. A true marketing requires:

- (1) Command and other mindset
- (2) Control Mindset
- (3) Passive mindset
- (4) Active mindset
- (5) None of these

Ans. (4)

132. Which of the following sentences is TRUE?

- (1) Marketing is not required in a Buyers' Market
- (2) Marketing is not required in a Sellers's market
- (3) Marketing is not required due to competition
- (4) Marketing is not required due to liberalization
- (5) Marketing is not required due to globalization

Ans. (2)

133. Market information means:

- (1) Knowledge of shops and bazaars
- (2) Knowledge of shopping malls
- (3) Knowledge of customer profile and product mix
- (4) Knowledge of various languages
- (5) None of these

Ans. (3)

134. Market Research is needed for:

- (1) checking the market area
- (2) checking the right product to be sold
- (3) making proper marketing decisions
- (4) deciding right time to sell
- (5) All of the above

Ans. (5)

135. For effective marketing the salesmen should have which of these qualities?

- (1) Creativity
- (2) Team spirit
- (3) Motivation
- (4) Effective communication skills
- (5) All of these

Ans. (5)

136. In market skimming pricing strategy:

- (1) Initially price is higher and then it is reduced
- (2) Initially price is lower and then it is increased
- (3) Initial price is high and is maintained high
- (4) Initial price is low and is maintained low
- (5) None of these

Ans. (2)

137. Marketing plan helps in:

- (1) better lead generation
- (2) better systems
- (3) better results
- (4) improved balance sheet
- (5) better customer service

Ans. (3)

138. If Marketing is done effectively which of the following is NOT required?

- (1) Publicity
- (2) Advertisement
- (3) Market Research
- (4) Market Segmentation
- (5) None of these

Ans. (1)

139. What is Motivation?

- (1) Better communication skills
- (2) Sales Coaching
- (3) Market Research
- (4) Inspiring the employees to perform better
- (5) None of these

Ans. (4)

140. In a Selling Process in today's world:

- (1) Only standard products are sold

- (2) No customization required
- (3) the seller need not have product knowledge
- (4) the seller should aim at customer satisfaction
- (5) only quantum of sales matters

Ans. (4)

141. Find the TRUE statement:

- (1) Marketing is a waste of the employees' time
- (2) Marketing is not required in India due to its vast population
- (3) Marketing involves additional work
- (4) Marketing involves team work
- (5) Marketing is not required today due to IT advancement

Ans. (4)

142. A Target market is:

- (1) entire country
- (2) entire city
- (3) entire globe
- (4) that which consists of customers who need the identified product
- (5) all of these

Ans. (4)

143. Sales forecasting involves:

- (1) Sales Planning
- (2) Sales Pricing
- (3) Distribution Channels
- (4) Consumer tastes
- (5) All of the above

Ans. (5)

144. Which of the following product is being sold under the brand name ZODIAC?

- (1) Shirts
- (2) Ties
- (3) Both land 2
- (4) Liberty
- (5) None of these

Ans. (3)

145. SWIFT – cars are being manufactured by

- (1) DCM
- (2) Maruti
- (3) Premier Automobiles
- (4) Hyundai
- (5) All of these

Ans. (2)

146. “With you all the way” is the slogan of:

- (1) Vodafone
- (2) SBI
- (3) ICICI
- (4) Raymonds
- (5) All of these

Ans. (2)

147. Which company used the slogan “The complete Man”?

- (1) DCM
- (2) GRASIM

- (3) RAYMONDS
- (4) VIMAL
- (5) All of these

Ans. (3)

148. Which brand uses the slogan “Made for each other” for its cigarettes?

- (1) Cavenders
- (2) Four Square
- (3) Red & White
- (4) Wills
- (5) All of these

Ans. (4)

149. The markets are grouped into different types based on the geographical area, location of market place, product, nature of transaction, and volume of the transaction:

In the above statement the following is NOT correct:

- (1) Nature of transaction
- (2) Geographical area
- (3) Location of marketplace
- (4) Volume of transaction
- (5) None of these

Ans. (3)

150. The following offering is NOT a service:

- (1) Fixed deposit receipt
- (2) Postage stamp
- (3) Gift coupon of a chain store
- (4) Insurance Policy
- (5) All of these

Ans. (3)

151. The act of obtaining a desired object from someone by offering something in return is called as a(n):

- (1) Transaction
- (2) Exchange
- (3) Relationship
- (4) Value
- (5) All of these

Ans. (2)

152. Economists use the term _____ to refer to a collection of buyers and sellers who transact in a particular product class.

- (1) Customer
- (2) Market
- (3) Experience
- (4) All of these
- (5) None of these

Ans. (2)

153. Out of the items mentioned below _____ is NOT a product.

- (1) Lecture by Shri Sudhansu Maharaj
- (2) Shimla
- (3) Visit to Bank’s London office
- (4) None of these
- (5) All of these

Ans. (3)

154. A product line is a group of related products that function in a similar manner, are sold to the same customer groups, and marketed through the same type of outlets:

- (1) Group
- (2) Line
- (3) Category
- (4) Market
- (5) All of these

Ans. (2)

155. Which of the following pricing strategies is NOT ideal for new products?

- (1) Market-Skimming
- (2) Discriminatory Pricing
- (3) Promotional Pricing
- (4) None of these
- (5) All of these

Ans. (2)

156. A _____ discount is offered by the seller to intermediary who performs functions like selling, storing and record Keeping.

- (1) Quantity
- (2) Trade
- (3) Cash
- (4) Seasonal
- (5) All of these

Ans. (2)

157. In market skimming pricing strategy:

- (1) Initially price is lower and then it is increased
- (2) Initially price is higher and then it is reduced
- (3) Initial price is high and is maintained high
- (4) None of these
- (5) All of these

Ans. (2)

158. Bank of Mathura is offering 1 % higher interest rate on fixed deposit to senior citizens of 60 years and above. It is practicing _____.

- (1) Promotional pricing
- (2) Psychological pricing
- (3) Segmental pricing
- (4) Product mix pricing
- (5) All of these

Ans. (3)

159. With _____ pricing, the products are priced below list price (or even below cost) for a temporary period to create buying urgency.

- (1) Reference
- (2) By-product
- (3) Promotional
- (4) Market penetration
- (5) All of the above

Ans. (3)

160. Digital Marketing means:

- (1) Marketing of digital instruments
- (2) Marketing through Advertisements

- (3) Marketing through Internet and Telephones
- (4) Both 1 & 3
- (5) None of the above

Ans. (3)

161. Difference between Direct and Indirect Marketing is:

- (1) Direct marketing is to employees of the concerned company, while Indirect is to outsiders
- (2) Direct marketing is to outsider, while Indirect is to employees of the concerned company
- (3) Direct Marketing is to Bank's owner, Insiders is to outsiders
- (4) Direct Marketing is to other Bank's employees, Indirect outsiders
- (5) None of these

Ans. (1)

162. Which of the following is the most logical budget setting method?

- (1) Affordable method
- (2) Percentage-of-Sales method
- (3) Competitive-parity method
- (4) Objective-and-task method
- (5) None of these

Ans. (4)

163. One common misuse of marketing research findings in contemporary business is the tendency for marketing research to:

- (1) become a vehicle for pitching the sponsor's products
- (2) become a vehicle for discriminating in the marketplace
- (3) become a means for raising prices
- (4) become a means for unfair competition
- (5) none of these

Ans. (1)

170. A 'Buyers' Market' means:

- (1) buyers are also sellers
- (2) sellers are also buyers
- (3) there are no sellers
- (4) supply exceeds demand
- (5) none of these

Ans. (4)

171. Market share analysis helps to track:

- (1) Share price movements
- (2) percentage share of business
- (3) pricing strategy for share values
- (4) All of these
- (5) None of these

Ans. (2)

172. Marketing in Banks is required for:

- (1) Getting new customers
- (2) Retaining existing customers
- (3) Lending
- (4) Accepting of deposits
- (5) All of these

Ans. (5)

173. Safe deposit locker can be canvassed among

- (1) Persons below poverty line
- (2) All existing account holders

- (3) ATM cardholders
- (4) Students
- (5) None of these

Ans. (2)

174. EMI can be a marketing tool if

- (1) It is very high
- (2) EMI is increasing
- (3) It is very low
- (4) It is a flat rate
- (5) None of these

Ans. (3)

175. The advantages of audience selectivity, no ad competition and personalization apply to which type of media?

- (1) Newspapers
- (2) Television
- (3) Direct Mail
- (4) Radio
- (5) None of these

Ans. (3)

176. Costs that do not vary with production or sales levels are called:

- (1) fixed costs
- (2) variable costs
- (3) standard costs
- (4) independent costs
- (5) None of these

Ans. (1)

177. If a company were to make a product such as a suit of clothes and sold that product to a retailer, the company would have sold to the _____ market.

- (1) reseller
- (2) business
- (3) government
- (4) service
- (5) None of these

Ans. (1)

178. The shrinking of distances due to technological advance such as computer and fax connections by telephone, are one characteristic of what new challenge to marketing?

- (1) Rapid globalization
- (2) The changing world economy
- (3) The call for more socially responsible marketing
- (4) The micro-chip revolution
- (5) None of these

Ans. (1)

179. The goal of the marketing logistics system should be to provide:

- (1) a targeted level of promotional support
- (2) a targeted level of customer service at the least cost
- (3) a targeted level of transportation expense ratio
- (4) a targeted level of field support
- (5) None of these

Ans. (2)

180. The practice of going after a large share of a smaller market or subsets of a few markets is called _____.

- (1) undifferentiated marketing
- (2) differentiated marketing
- (3) concentrated marketing
- (4) turbo marketing
- (5) None of these

Ans. (3)

181. What are the 4 P's in Marketing?

- (1) purpose, place, product and promotion
- (2) person, place, product and promotion
- (3) price, place, product and promotion
- (4) person, price, product and promotion
- (5) None of these

Ans. (3)

182. Relationship selling means:

- (1) Cross selling
- (2) Selling to relatives
- (3) telemarketing
- (4) preparing a list of products to sell for customers
- (5) None of these

Ans. (1)

183. Credit cards are used for _____.

- (1) Cash withdrawals
- (2) Purchase of air tickets
- (3) Purchase of consumable items from retail outlets
- (4) All of these
- (5) None of these

Ans. (4)

184. Marketing is successful when:

- (1) Demand exceeds supply
- (2) Salesman are effectively trained
- (3) Supply exceeds demand
- (4) a company sell products at lower price
- (5) None of these

Ans. (3)

185. A prospect means:

- (1) a person who is working in a bank/ financial institution
- (2) details of a company
- (3) a likely buyer
- (4) head of an financial institution
- (5) None of these

Ans. (3)

186. NRI is an easy target for effective marketing because _____.

- (1) he likes Indian goods
- (2) he is easily approachable
- (3) it is cheaper to contact NRISs
- (4) there are special products designed for NRIs
- (5) None of the above

Ans. (1)

187. Study of marketing environment means

- (1) study of company's markets, customers and competitors
- (2) study of economic environment
- (3) study of current trends
- (4) All of these
- (5) None of these

Ans. (4)

188. A Market plan includes:

- (1) market objectives
- (2) market research
- (3) pricing strategy
- (4) situation analysis
- (5) All of these

Ans. (5)

189. Customization is useful for:

- (1) motivating the sales force
- (2) to add variety in marketing
- (3) value added service
- (4) pleasing target customers
- (5) None of these

Ans. (2)

190. Telemarketing campaigns are resorted to:

- (1) avoid cold calls
- (2) avoid buyer resistance
- (3) avoid seller inhibitions
- (4) reaching a wider audience
- (5) none of these

Ans. (4)

191. Customer Retention means:

- (1) retaining the customers at the Bank for the full day
- (2) quick disposal
- (3) customers dealing with the same bank for long time
- (4) better standards
- (5) None of these

Ans. (2)

192. The Traditional Marketing style involves

- (1) Telemarketing
- (2) Direct Marketing
- (3) Indirect Marketing
- (4) Digital Marketing
- (5) None of these

Ans. (3)

193. Which is the technique used for effective marketing planning?

- (1) psychological tools for marketing
- (2) goal oriented
- (3) marketing research
- (4) physical distribution
- (5) All the above

Ans. (5)

194. 'Niche' Market means:

- (1) a free market
- (2) a social market
- (3) equity market
- (4) capital market
- (5) a specified market for the target group

Ans. (5)

195. Banks sell insurance for:

- (1) Earning more profits
- (2) Increasing loans
- (3) Increasing deposits
- (4) Taking over insurance companies
- (5) None of these

Ans. (1)

196. The sales process begins with

- (1) Customer identification
- (2) Sales presentation
- (3) Lead generation
- (4) Sales closure
- (5) None of these

Ans. (3)

197. Service marketing is the same as _____

- (1) Transaction marketing
- (2) Relationship marketing
- (3) Internal marketing
- (4) Outdoor marketing
- (5) None of these

Ans. (2)

198. Good marketing requires one of the following

- (1) Proper planning
- (2) Good team work
- (3) Good communication skills
- (4) Knowledge of products
- (5) None of these

Ans. (2)

199. Marketing in banks is a necessity today, due to

- (1) Liberalisation
- (2) Nationalisation
- (3) Fashion
- (4) Urbanisation
- (5) None of these

Ans. (1)

200. Marketing is influenced by _____

- (1) Product demand
- (2) Public taste
- (3) Buyer behaviour
- (4) Brand image
- (5) All of the above

Ans. (5)

201. Market share means _____

- (1) Share market

- (2) Share prices
- (3) IPOs
- (4) Scope for marketing
- (5) Share of business among peers

Ans. (5)

202. Marketing helps in _____

- (1) Boosting production
- (2) Getting new clients
- (3) Interacting with strangers
- (4) All of these
- (5) None of these

Ans. (4)

203. A DSA (Direct Selling Agent) is one _____

- (1) Who sells through the internet
- (2) Who sells direct to the client
- (3) Who works on the bank counters
- (4) Who works in bank office setup
- (5) None of these

Ans. (2)

204. Selling is _____

- (1) Different from marketing
- (2) A sub-function of marketing
- (3) Same as marketing
- (4) All of these
- (5) None of these

Ans. (5)

205. A 'Lead' in marketing jargon, means _____

- (1) A metal
- (2) A leash
- (3) A likely consumer
- (4) A team leader
- (5) None of these

Ans. (3)

206. In Banking services, market can be segmented on the basis of:

- (1) Density
- (2) Customers
- (3) Employee
- (4) Both 1 and 2
- (5) Neither 1 nor 2

Ans. (3)

207. Promotion in Marketing means:

- (1) passing an examination
- (2) elevation from one grade to another
- (3) selling the products through various means
- (4) selling the product in specific areas
- (5) none of these

Ans. (3)

208. In 'Double-win' strategy:

- (1) Customer gets an additional benefit
- (2) Customer gets price debate

- (3) Both customs and the sales person come out with sense of satisfaction
- (4) Both (1) and (2)
- (5) None of these

Ans. (2)

209. Which among the following is NOT an example of Direct marketing?

- (1) Tele-marketing
- (2) Sales on internet
- (3) Mail order sales
- (4) Retail stores
- (5) None of these

Ans. (4)

210. A method, in which Brand equity is measured by comparing difference between the retail price of the brand and the retail price of an unbranded product in the same category is called:

- (1) Brand goodwill method
- (2) Price premium method
- (3) Marketing Integrated method
- (4) Both land 2
- (5) Neither 1 nor 2

Ans. (2)

211. A true marketing requires

- (1) Command and order mindset
- (2) Control mindset
- (3) Active mindset
- (4) Passive mindset
- (5) None of these

Ans. (3)

212. A non-traditional, low cost, flexible and highly effective marketing is termed as:

- (1) Strategic marketing
- (2) Guerilla Marketing
- (3) Direct Marketing
- (4) Indirect Marketing
- (5) None of these

Ans. (2)

213. Which of the following is the most appropriate reason for Bank marketing?

- (1) Globalization
- (2) Variety of Banking products
- (3) mergers
- (4) Recession
- (5) None of these

Ans. (1)

214. The choice between high markups and high volume is part of which of the following retailer marketing decisions?

- (1) Target market decisions
- (2) Product assortment and services decisions
- (3) Pricing decisions
- (4) Promotion decisions
- (5) None of these

Ans. (3)