

Part	sub/obj	Marks	Question	Answer Option 1	Answer Option 2	Answer Option 3	Answer Option 4	Correct Answer(A/B/C/D)	CO (any one)	Bloom's Taxonomy Level (any One most relevent only)
A	obj	1	For the selection of products at the right location with the right timing, what exactly do marketers ask themselves:	Offering the warranty benefits	Packing of product	Product Availability	Payment acceptance method	C	CO1	L1,L2
A	obj	1	How will you describe the term marketing mix	A complete analysis of the all different factors inside of the company and outside of the company.	A total series of decisions related to the product which help in increasing the product sales.	To define the relationship between the weakness of the company and the strength of	A total blend of strategies and strategic elements which are made to target the specific market and the consumers.	D	CO1	L1,L2
A	obj	1	Consumer and Producer both are mostly used by the manufacturing company of:	Chocolate Bars	CD- DVD players	Mass production of car	Super racing cars	D	CO1	L1,L2
A	obj	1	USP is defined as	Unique selling price	Unique sales preposition	Unique selling proposition	Unique strategy promotion	C	CO1	L1,L2
A	obj	1	Adding a standard mark up to the cost of the product re	Inelastic	Price elasticity	Break-even price	Cost-plus price	D	CO1	L1,L2
A	obj	1	A measure of sensitivity of demand to change in price is known as	Inelastic	Price elasticity	Break-even price	Cost-plus price	B	CO1	L1,L2
A	obj	1	Which of the following is an example of bundling?	Charging an admission to a nightclub as well as requiring patrons to pay for their drinks.	Charging students and seniors a lower price for movie tickets than adults.	Purchasing a cell phone plan that includes texting and internet access.	Charging \$5 per pair of socks and also offering a bag of 5 pairs for \$15.	D	CO1	L1,L2
A	obj	1	Everyday low pricing takes place at	Retail level	Wholesale level	Both a and b	None of the above	A	CO1	L1,L2
A	obj	1	Each month bills for rent, heat, salaries irrespective of the output is	Variable Costs	Fixed Costs	Average Cost	Total Cost	B	CO1	L1,L2
A	obj	1	One of the manufacturers who are into selling the computers has taken the decision to create a chain of retailer's shops so that they can sell their products. What exactly is the reason for it:	The cost of running and opening up a chain of a retail shops is cheap	Current shops are ready to accept the lower profits	For controlling the product marketing	For the advertisement purpose of the product.	C	CO3	L5
A	obj	1	The only disadvantage manufacturers can face while using the wholesaler instead of directly dealing with retailers is	There are many other wholesalers and retailers with which manufacturers have to deal with	Wholesaler's profit margin can have an impact on the price of the product.	Manufacturers are involved with another delivery process	Manufacturers are having a high amount of stock.	B	CO3	L5
A	obj	1	For the selling of products the online marketing process requires which channel of distribution from the following?	Producer – consumer	Product- Wholesaler- Retailer- Consumer	Producer- Agent- Retailer- Consumer	Producer- Retailer- Consumer	A	CO3	L5

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A	obj	1	If a product like ice cream is getting purchased on regular basis then it is important to sell it through:	Personal Selling	Many retailers	Direct selling to the consumer from ice cream factory	The producer gives it to the wholesaler then they will sell it to the consumers	B	CO3	L5
A	obj	1	The biggest advantage of using the mediator/agent for selling your product in the different country's markets is:	The agent can't take his cut from the profit of goods sale	The producer can connect with the consumer much more easily	That mediator knows the condition of the local market and he has all the knowledge about how things work in that particular market.	The manufacturer will have all the control over the sale of the product.	C	CO3	L5
A	obj	1is a distribution system in which the ultimate buyer acquires the title directly from the manufacturer of the product.	Direct Distribution	Indirect Distribution	Exclusive Distribution	Intensive Distribution	A	CO3	L5
A	obj	1is a distribution strategy that strives to have the firm represented in the maximum number of outlets.	Direct Distribution	Indirect Distribution	Exclusive Distribution	Intensive Distribution	D	CO3	L5
A	obj	1	CaratLane, Jewellery brand follows Distribution network	B2B	B2C	D2C	D2D	C	CO3	L5
A	obj	1	Olx a digital platform follows	C2C	B2C	D2C	D2D	A	CO3	L5
A	obj	1	Which e-commerce model involves the sale of goods or services from businesses to the general public?	C2B	B2C	B2G	D2D	B	CO3	L5
A	obj	1	Which of the following is true about advertising?	It has high cost per exposure.	It provides low control over exposure.	It does not allow direct interactions	It does not allow for creative message	C	CO3	L5
A	obj	1	Which of the following advertising objectives is used more often because of the ease of measurement?	Exposure objectives	Attitude change objectives	Sales objectives	Profit objectives	A	CO3	L5
A	obj	1	Which of the following is a promotional pricing form of sales promotion	Selling aids	Trade shows	Prizes	Coupons	D	CO3	L5
A	obj	1	_____ track(s) advertising expenditures and sales results before,	Effort/result models	Longitudinal studies	Recall Tests	Test Marketing	B	CO1	L1,L2
A	obj	1	Internet is referred to as _____.	personal selling	viral marketing	sales promotion	direct distribution	B	CO3	L5
A	obj	1	Which of the following is the first step in developing a sales promotion strategy?	Setting specific promotion objectives	Defining the communication task(s) to be accomplished	Evaluating the relative cost-effectiveness of various methods	Coordinating the content and the timing with other activities	B	CO3	L5
A	obj	1	Which of the following is the final step in selecting a p	Setting pricing objectives	Determining specific prices and policies	Selecting pricing strategy	Analyzing the pricing situation	B	CO1	L1,L2

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A	obj	1	Charging a very low price for a product with the intent of driving competitors out of business is referred to as _____.	cannibalization	price fixing	predatory pricing	deceptive pricing	C	CO1	L1,L2
A	obj	1	Which of the following types of price determination methods uses the price of producing and marketing the product as the basis for determining price?	Cost-oriented	Supply-oriented	Competition Oriented	Demand Oriented	A	CO1	L1,L2
A	obj	1	_____ pricing methods consider estimated market response to alternative prices.	Cost-oriented	Competition Oriented	Demand Oriented	Supply-oriented	C	CO1	L1,L2
A	obj	1	_____ manufacturer-owned channels is referred to as _____.	e-procurement	channel invasion	channel audit	disintermediation	D	CO1	L1,L2
A	obj	1	_____ estimates value as the perceived quality buyers obtain per unit of price.	Customer value mapping	Customer equity	User lifetime value	Customer value proposition	A	CO1	L1,L2
A	obj	1	Which of the following value-added activities would most effectively reduce the number of transactions for producers and end-users?	Assembly of products into inventory	Servicing and repairs	Processing and storage of goods	Buying and selling activities by marketing intermediaries	D	CO1	L1,L2
A	obj	1	If a company decides to distribute its products in many of the retail outlets in a trading area that might normally carry such a product, it is using a(n) _____ distribution approach.	exclusive	intensive	selective	exclusive	B	CO1	L1,L2
A	obj	1	Direct Marketing has following components	Telemarketing	Email marketing	Text marketing	All of the above	D	CO1	L1,L2
A	obj	1	Which of the following activities would most likely be the first in the selling process?	Prospecting for customers	Opening relationships	Presenting the sales message	Training salespeople	A	CO1	L1,L2
A	obj	1	Which of the following informational activities is targeted at both channel members and the salesforce?	Demonstrations	Trade shows	Displays	Selling aids	D	CO3	L5
A	obj	1	_____ is targeted at an existing customer base. These positions may involve the sales of complex equipment or services. _____ and provides technical and application assistance.	New business selling	Consultative selling	Missionary selling	Trade selling	B	CO3	L5
A	obj	1	new line of treadmills and orders for it by calling the number provided in the ad. Which of the following type of direct marketing methodology did the ad employ?	Direct response media	Direct mail	Catalog shopping	Kiosk shopping	A	CO3	L5
A	obj	1	Which of the following factors favors direct distribution by the manufacturer?	Simple product/application	Large number of geographically concentrated buyers	Opportunity for competitive advantage	Small and frequent purchases	C	CO3	L5
A	obj	1	Which of the following is the final step in selecting the distribution strategy?	Selecting the channel configuration	Determining the type of channel arrangement	Deciding the intensity of distribution	Identifying appropriate distribution strategy	A	CO3	L5