



DEPARTMENT OF MANAGEMENT STUDIES

QUIZ on Marketing Management

On 23rd November 2021

1. Who suggested product, pricing, place, promotion all these in a company represents “Market Mix”?

- A Neil Borden
- B Neilsen
- C Philip Kotler
- D Stephen Morse

2. This P is not a part of the 7Ps of marketing mix?

- A Promotion
- B Price
- C People
- D Purpose

3. It serves as the most common source of leads generation for any company

- A Yellow pages
- B Green pages
- C White pages
- D Blue pages

4. Marketing of product and service in which the offer itself is not intended to make any monetary profit is called

- A Profit marketing
- B Virtual marketing
- C Digital marketing
- D Non profit marketing

5. USP is defined as

- A Unique selling price
- B Unique sales preposition

- C Unique selling proposition
- D Unique strategy promotion

6. The process of setting a low initial price for attracting a large number of buyers quickly to cover a large market share is known as

- A Going-rate pricing
- B Market penetration pricing
- C Value based pricing
- D Skimming pricing

7. A reduction in price on purchase during a stated period of time is known as.

- A Sale
- B Discount
- C Allowance
- D None of these

8. Sensitivity of demand to change in price is known as

- A Cost-plus price
- B Break-even price
- C Price elasticity
- D Inelastic

9. Which among these is concerned with pricing policies for late entrants to a market.

- A Market penetration
- B Marketing research
- C Market skimming
- D Marketing skills

10. Which among these is not the nature and characteristic of a service.

- A Intangibility
- B Durability
- C Variability
- D Perishability

11. Which of the following is not an economic activity?

- A. Production
- B. Social service
- C. Professional
- D. Trading in goods

12. Which option is not a business activity?

- A. Production of goods
- B. Transportation
- C. Exchange of goods
- D. Work in a factory for wages

13. Which of the following is the characteristic of a business?

- A. Production
- B. Exchange or sale
- C. Risk element
- D. All the above

14. Oil refinery and sugar mill are classified under which industries?

- A. Primary
- B. Secondary
- C. Tertiary
- D. None of the above

15. Identify the activity which does not support trade.

- A. Banking
- B. Warehousing
- C. Insurance
- D. Mining

16. In which occupation do people get salary or wages in return for their work?

- A. Employment
- B. Business
- C. Profession
- D. None of the above

17. Which item does not cause any business risk?

- A. Breakdown of machinery
- B. Efficient management
- C. Riot
- D. Changing government policy

18. In which business, the support service activities are categorized?

- A. Commercial industries
- B. Primary industries
- C. Secondary industries
- D. Tertiary industries

19. In business, why is it essential to make a profit?

- A. It provides a return to investors.
- B. It provides funds for future extension

- C. It increases the reputation of a company
- D. All the above

20. Which of the following is a false statement?

- A. The scope of commerce is narrower than business.
- B. Commerce includes trade and auxiliaries to trade.
- C. Foreign trade is purchase and sale by the traders of the same country.
- D. Traders serve as a link between producers and consumers.

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