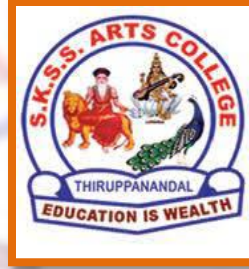




ஸ்ரீ-ல-ஸ்ரீ காசிவாசி சுவாமிநாத சுவாமிகள் கலைக் கல்லூரி  
தருப்பனந்தாள் - 612504

**S.K.S.S ARTS COLLEGE, THIRUPPANANDAL - 612504**



## QUESTION BANK

*Title of the Paper*

# MARKETING

**Course: I B.Com., & I B.Com., (CA)**

**Sub. Code : 16CCCM2 & 16CCCA2**

**Semester: I**

*Prepared by*

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## **CORE COURSE – II**

### **MARKETING**

#### ***UNIT – I***

Marketing - Evolution – Definition- classification- objectives- selling vs. marketing – Marketing a science or art? - Modern Concept of marketing – role of marketing in economic development - Functions – buying- selling - transportation – warehousing – standardization – Grading – Packaging- ISO Series and AGMARK - ISI.

#### ***UNIT – II***

Buyer's behaviour – Buying motive – Market segmentation - Product - Features – Classification - New Product Planning and Development - Product Mix - Product Life Cycle - Branding - Brand Loyalty and Equity.

#### ***UNIT – III***

Pricing - Objectives - Factors - Methods and strategies. Channels of Distribution – Wholesaler and Retailer – Services rendered by them.

#### ***UNIT – IV***

Sales Promotion –types- Need –Sales Promotion mix– Advertising – Publicity- Personal selling - Advantages - Limitations.

#### ***UNIT – V***

Marketing Information System - Marketing Research - Features –Direct marketing – E-Business –Telemarketing- Mail order business.

## UNIT – I

### CHOOSE THE CORRECT ANSWER

1. The key term in the American marketing Associations definition of marketing is
  - A. Activity
  - B. Sales
  - C. Products
  - D. Value
2. Which of the following is not an exchange function of marketing?
  - A. Product Planning & Development
  - B. Buying function
  - C. After – sales service
  - D. Selling function
3. Who is the father of modern marketing?
  - A. Peter Drucker
  - B. Philip Kotler
  - C. Lester Wonderman
  - D. Abraham Maslow
4. Marketing is both an “art” and a “science” there constant tension between the formulated side of marketing and the \_\_\_\_\_ side.
  - A. Behaviour
  - B. Creative
  - C. Management
  - D. Selling
5. Good selling skills Involve
  - A. Patience
  - B. Presence
  - C. Empathy
  - D. All of these
6. Selling is \_\_\_\_\_
  - A. same as marketing
  - B. more than marketing
  - C. offering discounts
  - D. a sub-function of marketing
7. Considering the sea transport, the GPS stands for
  - A. Greenwich placement systems
  - B. Global placement systems
  - C. Green placement systems
  - D. Global positioning systems
8. Marketing is a process which aims at \_\_\_\_\_
  - A. Production
  - B. Profit making
  - C. Selling products
  - D. The satisfaction of consumers

9. The key customers markets consists of
- A. Government markets
  - B. Business markets
  - C. Consumer markets
  - D. All of the above
10. The following is not a type of marketing concepts.
- A. The production concept
  - B. The selling concept
  - C. The societal marketing concept
  - D. The supplier concept

**Answers:** 1.D 2.C 3.D 4.C 5.D 6.D 7.D 8.D 9.D 10.D

### **SHORT QUESTIONS (2 MARKS)**

- 11. What is Marketing?
- 12. What is Selling?
- 13. What do you meant by Standardization?
- 14. Define Buying?
- 15. What is Grading?
- 16. What is mean by Packaging?
- 17. Define warehousing?
- 18. Give any two merits of Transportation?
- 19. Define AGMARK.
- 20. What is ISI?

### **PARAGRAPH QUESTIONS (5 MARKS)**

- 21. Explain the modern concept of marketing?
- 22. What are the functions of warehouses?
- 23. What are the objectives of marketing?
- 24. What are the functions of transportation?
- 25. State the various elements of marketing MIX.
- 26. Explain the characteristics of a good packaging.
- 27. Write down the merits of road transport?
- 28. What are the advantages of warehousing?
- 29. Distinguish between marketing & selling?
- 30. Marketing a Science or an Art – Discuss.

### **ESSAY TYPE QUESTIONS (10 MARKS)**

- 31. Explain the functions of Marketing.
- 32. What are the classifications of warehouses? Explain.
- 33. Explain various concept of marketing.
- 34. "Yesterday's luxuries are today's essential"- Comment.
- 35. "Consumer satisfaction leads to better sales"- Explain.
- 36. Explain the different kinds of selling.
- 37. Distinguish between standardization from grading.
- 38. Discuss the different modes of transport with their relative merits and demerits.
- 39. Explain the various kinds of buying with suitable examples.
- 40. State the importance of marketing.



## UNIT – II

### CHOOSE THE CORRECT ANSWER

1. Marketing segment is useful for \_\_\_\_\_
  - A. Preferential marketing
  - B. Identifying prospects
  - C. Knowing customer's tastes
  - D. All the above
2. Market segmentation can be resorted to be means of
  - A. Segmenting by age
  - B. Segmenting by income
  - C. Segmenting by geographically
  - D. All of these
3. \_\_\_\_\_ defines what the brand thinks about the consumers by the consumer
  - A. Brand attitude
  - B. Personality
  - C. Brand loyalty
  - D. Brand name
4. Trademarked devices that serve to identify and differentiate the brand is called
  - A. Brand bonding
  - B. Brand elements
  - C. Brand extension
  - D. Brand dilution
5. \_\_\_\_\_ helps in identifying the product
  - A. Brand
  - B. Label
  - C. Trade mark
  - D. Packaging
6. Brand loyalty ensure repeat and replacement purchases and considerably helps the marketers to overcome from
  - A. Brand testing
  - B. Line extension
  - C. Brand awareness
  - D. Competitive pressure
7. Which one of the following is not the stage that customers go through in the process of adopting a new product?
  - A. Awareness
  - B. Interest
  - C. Evaluation
  - D. Culture

8. New product development stands with one of the following steps of new product development
  - A. Idea screening
  - B. Idea generation
  - C. Test marketing
  - D. Concept testing
9. In the company's sales are slow down, and profits level off or decline. At which stage the company has reached?
  - A. Introduction
  - B. Decline
  - C. Growth
  - D. Maturity
10. The buying process starts from which one of the following stages in which the buyer recognizes a problem or need.
  - A. Need recognition
  - B. Information research
  - C. Evaluation of alternatives
  - D. Purchase decision

**Answers:** 1.D 2.D 3.A 4.B 5.A 6.D 7.D 8.B 9.B 10.A

#### **SHORT QUESTIONS (2 MARKS)**

11. What is Buyer Behaviour?
12. What is Market Segmentation?
13. Define Branding.
14. What is Caveat Emptor?
15. What do you meant by Product?
16. Define Product mix.
17. What do you meant by Buying Motive?
18. What is Product Planning?
19. Define Brand Loyalty.
20. What is Product Development?

#### **PARAGRAPH QUESTIONS (5 MARKS)**

21. Explain the characteristics of a product.
22. What are the advantages of branding?
23. What are the types of Brands.
24. Explain the buying decision Process.
25. Explain the need for New Product.
26. What are the special characteristics of a good brand name?
27. State the Importance of Buying Motives.
28. What are the bases for Market Segmentation?
29. Discuss the need for New Product.
30. How is the knowledge of buyer behaviour essential for the Marketer?

### ESSAY TYPE QUESTIONS (10 MARKS)

31. Explain the major factors which influencing consumer behaviour.
32. Explain the stages of “product life cycle”.
33. Explain the objectives of product planning and development.
34. Describe the stages to the new product development.
35. Describe the essentials required for good brand.
36. Explain the new product planning process.
37. Explain the exception to the role “caveat emptor”.
38. Explain the various stages involved in the introduction of a new product.
39. Explain the circumstances in which the product mix is either expanded or contracted.
40. Why do some products fail? Suggest measures to overcome product failures?

### UNIT – III

#### CHOOSE THE CORRECT ANSWER

1. The pricing objective of a university is
  - A. Partial cost recovery
  - B. Full cost recovery
  - C. Maximum market share
  - D. None of the above
2. Which setting the price, markets
  - A. Select the pricing objective
  - B. Estimate demand
  - C. Analysis competitors cost, offers and prices
  - D. All the above
3. Marketers set the price of a product or service in a \_\_\_\_\_ step procedure
  - A. Four
  - B. Five
  - C. Six
  - D. None of the above
4. A manufacture provide sales promotion to a wholesaler is
  - A. Co-operative advertising
  - B. Sales promotion
  - C. Dealer promotion
  - D. Trade promotion
5. Which concept supplements the work of middlemen?
  - A. Dealer promotion
  - B. Sales promotion
  - C. Trade promotion
  - D. None of these

6. If product is related to warranty then price is related to
  - A. Retail outlets
  - B. Advertisements
  - C. Discounts
  - D. Attractiveness
7. A display in retail outlet is called
  - A. Money based sales
  - B. Direct marketing
  - C. Point of sales
  - D. None of these
8. A sales promotion in which a manufacturer provides to a wholesaler is
  - A. Trade promotion
  - B. Sales promotion
  - C. Fulfillment cost
  - D. None of these
9. A small amount of product is offered the customer for trial is called
  - A. Sample
  - B. Coupon
  - C. Rebate
  - D. None of these
10. If place is related to retail outlets then packing is related to
  - A. Warranty
  - B. Discount
  - C. Advertisement
  - D. Attractiveness

**Answers:** 1.A 2.D 3.C 4.D 5.B 6.C 7.C 8.A 9.A 10.D

### **SHORT QUESTIONS (2 MARKS)**

11. What is pricing.
12. What is penetration pricing?
13. What is specialty wholesales?
14. What is meant by skimming pricing?
15. Define retailer.
16. What is meant by customary prices?
17. What is physical distribution?
18. What is dual pricing?
19. What is pricing strategy?
20. What is meant by intensive distribution?

### **PARAGRAPH QUESTIONS (5 MARKS)**

21. What are the factors influencing pricing decisions?
22. Explain the functions of a retailer?
23. What are the objectives of pricing?
24. What are the functions of wholesales?



25. Explain the different kinds of pricing.
26. What are the services rendered by wholesaler?
27. What are the external factors affecting pricing policy?
28. Explain the different types of channel policy.
29. Distinguish between one price and variable pricing policies.
30. What are the factors to be considered in the selection of a channel?

#### **ESSAY TYPE QUESTIONS (10 MARKS)**

31. Explain the basic pricing determination policies.
32. What are the procedures for price determination of a product?
33. What are the factors influencing pricing decisions? Explain.
34. Enumerate the various pricing strategies.
35. What are the services rendered by the wholesalers?
36. Explain the various channel options available to the manufactures.
37. Explain the advantages of mail order business.
38. "Middlemen cannot be eliminated" – Do you agree with the statement?
39. Explain the various kinds of discounts being offered by a marketer.
40. Explain the role played by the wholesalers and retailers as market intermediaries.

#### **UNIT – IV**

#### **CHOOSE THE CORRECT ANSWER**

1. The long term sales effect of sales promotion could be
  - A. Positive
  - B. Negative
  - C. Neutral
  - D. All of these
2. The party who get advantages through sales promotion
  - A. Retailers
  - B. Manufacturers
  - C. Wholesaler
  - D. Both B and C
3. If promotion is related to advertisement then place is related to
  - A. Retail outlets
  - B. Warranty
  - C. Discount
  - D. None of these
4. It is advisable to use \_\_\_\_\_ as a source of advertising
  - A. Social media
  - B. E- mail
  - C. Radio
  - D. Television

5. Advertising creates employment as it increases the volume of sales and \_\_\_\_\_
- A. Production
  - B. Marketing
  - C. Promotion
  - D. Personal selling
6. Advertising for \_\_\_\_\_ is not allowed
- A. Liquor
  - B. Washing powder
  - C. Cigarette
  - D. Both A and C
7. For making advertisement more effective, the manufacturers improve \_\_\_\_\_ and launch new product
- A. Existing product
  - B. Advertisement style
  - C. Marketing channel
  - D. sponsors
8. Advertisement is a type of \_\_\_\_\_
- A. Outdoor marketing
  - B. Indirect marketing
  - C. Share marketing
  - D. Relationship marketing
9. What are the key concept of personal selling?
- A. Needs Analysis
  - B. Demonstration
  - C. Sales promotion
  - D. All of the above
10. \_\_\_\_\_ is a specialised form of personal selling.
- A. Point of selling
  - B. Gross selling
  - C. Face to face selling
  - D. Both A and C

**Answers:** 1. D 2.D 3.A 4.D 5.A 6.D 7.A 8.B 9.D 10.D

**SHORT QUESTIONS (2 MARKS)**

11. What is meant by sales promotion?
12. Define advertising.
13. Write short note on outdoor advertising?
14. What is indoor advertising?
15. What is meant by advertising media?
16. Define advertising copy?
17. Write note on personal selling?
18. Define publicity.
19. What is promotion mix?
20. What is AIDA?

### PARAGRAPH QUESTIONS (5 MARKS)

21. What are the objectives of personal selling?
22. Explain the elements of advertisement copy?
23. Explain the forms of promotion.
24. Explain the reasons for the rapid growth of sales promotion.
25. What are the advantages of sales promotion?
26. "Advertisement is a waste"- Discuss.
27. Discuss the elements of advertising.
28. State the methods of dealer sales promotion.
29. What are the causes for the increase in sales promotion activities?
30. Explain the functions of personal selling.

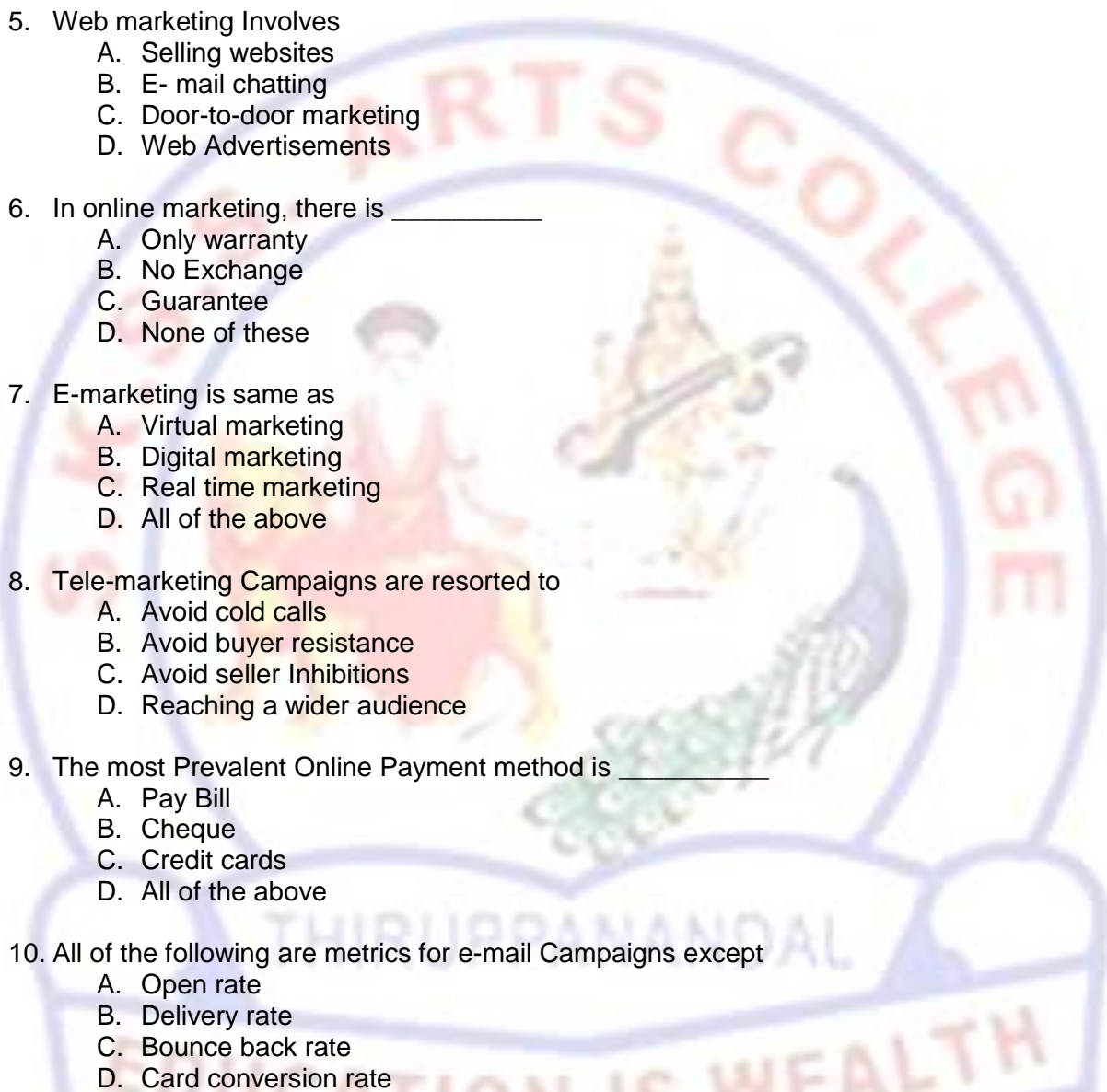
### ESSAY TYPE QUESTIONS (10 MARKS)

31. Explain the types of sales promotion programmes?
32. Explain the benefits of advertising.
33. Explain the detail the various advantages and disadvantages of sales promotion.
34. Explain the various kinds of advertising.
35. Explain the procedure for the recruitment and selection of salesmen.
36. Explain the various stages involved in personal selling.
37. What are the factors to be considered in selecting the advertising media?
38. Explain the qualities of a good advertisement copy.
39. Explain the various sales promotional activities undertaken at the dealer's levels.
40. Explain the various media of advertising with their relative merits and demerits.

### UNIT – V

#### CHOOSE THE CORRECT ANSWER

1. The flow of information through MIS is
  - A. Need dependent
  - B. Organization dependent
  - C. Information dependent
  - D. Management dependent
2. The Information of MIS comes from the
  - A. Internal source
  - B. External source
  - C. Both Internal and external source
  - D. None of the above
3. Marketing Research firms fall into \_\_\_\_\_ categories
  - A. 3
  - B. 4
  - C. 5
  - D. 6

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4. In a marketing Research Problem Process, Problem Should not be defined \_\_\_\_\_
- A. Too broadly
  - B. Too narrow
  - C. Either too broadly or too narrow
  - D. None of these
5. Web marketing Involves
- A. Selling websites
  - B. E- mail chatting
  - C. Door-to-door marketing
  - D. Web Advertisements
6. In online marketing, there is \_\_\_\_\_
- A. Only warranty
  - B. No Exchange
  - C. Guarantee
  - D. None of these
7. E-marketing is same as
- A. Virtual marketing
  - B. Digital marketing
  - C. Real time marketing
  - D. All of the above
8. Tele-marketing Campaigns are resorted to
- A. Avoid cold calls
  - B. Avoid buyer resistance
  - C. Avoid seller Inhibitions
  - D. Reaching a wider audience
9. The most Prevalent Online Payment method is \_\_\_\_\_
- A. Pay Bill
  - B. Cheque
  - C. Credit cards
  - D. All of the above
10. All of the following are metrics for e-mail Campaigns except
- A. Open rate
  - B. Delivery rate
  - C. Bounce back rate
  - D. Card conversion rate

**Answers :**      1.A   2.C   3.A   4.C   5.D   6.A   7.D   8.D   9.C   10.D



### SHORT QUESTIONS (2 MARKS)

11. What is marketing research?
12. Define MIS.
13. Define Direct marketing.
14. What is E-Business?
15. Write short note on telemarketing?
16. What do you meant by mail order business?
17. What is “primary data”?
18. What do you meant by “secondary data”?
19. What is internet marketing?
20. Define statistical sampling technique.

### PARAGRAPH QUESTIONS (5 MARKS)

21. Explain the need for marketing research.
22. Briefly explain the objectives of marketing research?
23. What are the uses of E-Marketing?
24. State the use of internet in marketing.
25. What are the kinds of marketing research?
26. Distinguish between marketing research from marketing information system.
27. List out the different between primary data and secondary data.
28. Explain the importance of direct marketing.
29. State the scope of e-marketing.
30. State the merits and demerits of Tele marketing.

### ESSAY TYPE QUESTIONS (10 MARKS)

31. Explain the instruments for gathering information.
32. Explain process of marketing research.
33. Explain the various methods adopted for gathering primary data in marketing research.
34. What is MIS? State its importance and requirements?
35. Explain the benefits and limitations of e-marketing.
36. Mention the websites that are associated with internet marketing.
37. Describe the various stages involved in marketing research.
38. Explain the various methods of collecting primary data.
39. Write a note on the importance of marketing information in the field of agricultural marketing.
40. Explain the mail order business.

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