

**B.Com. III Year ( Annual Examination )**  
**COMMERCE**  
**Principles of Marketing**  
**(C-306)**  
**Practice Set**

**[Time: 03 hrs.]**

**[M.M.: 100]**

**1. The registration of trade mark is :**

- A. Compulsory
- B. Necessary
- C. Voluntary
- D. Unnecessary

**2. The registration of brand is :**

- A. Compulsory
- B. Necessary
- C. Voluntary
- D. None of the above

**3. When the working, color, design of packaging is tested this test is known as :**

- A. Consumer test
- B. Engineering test
- C. Dealer test
- D. Visual test

**4. Essential commodities act was passed in ...**

- A. 1951
- B. 1956
- C. 1955
- D. 1970

**5. The idea of warranty is based on the principle of ...**

- A. Buyer beware
- B. Seller beware
- C. Manufacturer beware
- D. All of the above

**6. The stages of product life-cycle are:**

- A. 4
- B. 5
- C. 6
- D. 8

**7.” The product life cycle is an attempt to recognize distinct stages in the sales history of a product.” this is statement is of :**

- A. Arch Paton
- B. Philip Kotler
- C. W.J. Stanton
- D. Lipson and darling

**8. Which of the following steps can be taken for the extension of product life cycle ?**

- A. Product modification
- B. New markets
- C. New uses
- D. All of the above

**9. “In energy stage of a product a different strategy is needed . “this statement is :**

- A. true
- B. Ambiguous
- C. False
- D. Not clear

**10. Mostly new products are:**

- A. Successful
- B. Unsuccessful
- C. 100% successful
- D. 100% unsuccessful

**11. New product development means:**

- A. Adding a new product in product line
- B. Impressing the old product
- C. Emphasis on consumer satisfaction
- D. All of the above

**12. According to w. J. Stanton the phases of price determination process are :**

- A. 4
- B. 6
- C. 8
- D. 10

**13. When the demand of any product is .... Then change in price never affects on the quantity of purchase.**

- A. Perfectly inelastic
- B. Perfectly elastic
- C. Relatively elastic
- D. Relatively inelastic

**14. Non- price competition is considered as a mixture of ...**

- A. Price and modification
- B. Price and addition
- C. Price and promotion
- D. None of the above

**15. When the manufacturer of Dalda refined sets its rate at rs. 399, such pricing policy is called as :**

- A. Customary pricing
- B. Psychological pricing
- C. Odd pricing
- D. Prestige pricing

**16. While fixing the price of a new product, manufacturer can adopt:**

- A. Penetration price policy
- B. Skim the cream price policy
- C. Follow of price leaders' policy
- D. All of the above

**17. In marginal cost method..... Costs are to be considered for fixing the price of a product.**

- A. Variable
- B. Fixed
- C. Semi- variable
- D. Opportunity

**18. Which of the following is not the function of channel of distribution?**

- A. Managing production
- B. Managing finance
- C. Promotional activities
- D. Pricing

**19. Which of the following is not a method of direct distribution?**

- A. Sale by post
- B. Sale by manufacturer's shop
- C. Sale by agent
- D. Sale by wholesalers

**20. Wholesales render services towards:**

- A. Retailer
- B. Super stockiest
- C. Society
- D. Retailer and society

**21. Which of the following is not characteristic of retailer?**

- A. Generally sales goods on credit
- B. Sells goods directly to consumers
- C. Deals in small quantity
- D. Direct contract with customers

**22. The following formula is propounded by :  $D=T+FW+VW+S$**

- A. Wendell M. Smith
- B. Mc Carthy
- C. Philip Kotler
- D. Coundiff and still

**23. Promotion mix includes:**

- A. Advertising and publicity
- B. Personal selling
- C. Sales promotion
- D. All of the above

**24. Personal selling included:**

- A. Selling
- B. Enhance to goodwill of the firm
- C. Services to the customers
- D. All of the above

**25. The medium of publicity is :**

- A. Press
- B. TV
- C. Magazine
- D. Mail

**26. Distributions of free samples include in:**

- A. Dealers promotion
- B. Consumer's promotions
- C. Both a and b
- D. None of the above

**27. Need of international marketing was felt because of :**

- A. Desire to earn more profit
- B. Limited national market
- C. Attraction towards foreign markets
- D. Growing competition in national market

**28. Method of entry into foreign markets include:**

- A. Direct investment
- B. Joint ventures
- C. Exports
- D. All of the above

**29. What can be sold in international marketing**

- A. Product
- B. Services
- C. Ideas
- D. All of the above

**30. Most popular method of entering into international marketing is :**

- A. License
- B. Export
- C. Contract management
- D. Joint ventures

**31. Marketing is the delivery of living standard this definition is of :**

- A. Paul Mazur
- B. William J. Stanton
- C. Hansen
- D. R.C.Davis

**32. "Marketing comprises both buying and selling ." this definition is of :**

- A. Pyle
- B. Clark and Clark
- C. Philip Kotler
- D. Honry Fayol

**33. Which is not a merchandising function of marketing?**

- A. Selling
- B. Standardizing and grading
- C. Transportation
- D. Product planning and development

**34. Which is not an auxiliary function of marketing?**

- A. Marketing financing
- B. Risk bearing
- C. Market information
- D. Storage

**35. Physical distribution functions of marketing include :**

- A. Selling
- B. Transportation
- C. Risk bearing
- D. Buying and Assembling

**36. Petrol cooking gas and paper are the examples of market**

- A. Sellers
- B. Buyers
- C. Both a and b
- D. Brokers

**37. Car, TV, Scooter, Cycle and Presser cooker is the examples of market.**

- A. Sellers
- B. Buyers
- C. Both a and b
- D. Consignment

**38. Which of the following is not included in the category of middle men ?**

- A. Wholesalers
- B. Retailers
- C. Advertising agencies
- D. Agents

**39. Retailers include "**

- A. Chain shops
- B. Retail stores
- C. Postal trade organization
- D. All of the above

**40. Facilitating agencies include:**

- A. Marketing advisors
- B. Advertising Agencies
- C. Transport companies
- D. All of the above

**41. Who is known as a father of marketing management ?**

- A. Williams j. Stanton
- B. Philip Kotler
- C. Tousley, Clark and Clark
- D. Hansen

**42. Marketing expenditure is a burden :**

- A. On consumers
- B. On Businessmen
- C. On industry
- D. None of the above

**43. Marketing concept is useful for :**

- A. Producers
- B. Consumers
- C. Economy
- D. All of the above

**44. The old marketing concept is :**

- A. Product- oriented
- B. Consumer- oriented
- C. Society- oriented
- D. Service – oriented

**45. Customer satisfaction is the main motto of marketing concept.**

- A. Macro
- B. Traditional
- C. Societal
- D. None of the above

**46. In the factory we make cosmetics and in the drug store we sell hope. Who said this statement?**

- A. Philip Kotler
- B. Charles Revson
- C. R.P. Calhoon
- D. R.S. Davar

**47. The purpose of a company's to create a customer. "This statement is of:**

- A. Pater F. Drucker
- B. Henery Fayol
- C. Philip Kotler
- D. R.C. Davis

**48. In modern marketing Concept the main priority is given to ...**

- A. Product
- B. Customer
- C. Market
- D. Society

**49. The main object of marketing management is :**

- A. Create customer
- B. Satisfaction to customers
- C. Increase profits
- D. All of the above

**50. Marketing mix remain:**

- A. Variable
- B. Fixed
- C. Optimum
- D. Certain

**51. What are the main elements of marketing Mix?**

- A. Sales force
- B. Pricing
- C. Marketing research
- D. All of the above

**52. According to McCarthy P's of marketing mix are :**

- A. 4
- B. 6
- C. 8
- D. 12

**53. Which is not a method of motivational research?**

- A. Word association tests
- B. Thematic Appreciation tests
- C. Depth interview
- D. None of the above

**54. The base of marketing research is :**

- A. Qualitative information
- B. Quantitative information
- C. Both a and b
- D. None of the above

**55. "Marketing research is wider than market research : " this statement is :**

- A. True
- B. False
- C. Ambiguous
- D. Uncertain

**56. Which marketing organization is suitable for small organization?**

- A. Market- Oriented
- B. Product-Oriented
- C. Function-Oriented
- D. Customer -Oriented

**57. Product oriented marketing organization is ..... Expensive**

- A. Less
- B. More
- C. Instant
- D. None of these

**58. Which basis would you use for the departmentalization of a small enterprise?**

- A. On geographical basis
- B. On the basis of functions
- C. On the basis of product
- D. On the basis of customers

**59. Main object of sale organization is :**

- A. Sales promotions
- B. Advertising
- C. Marketing research
- D. Controlling the sales activity of sales personnel's

**60. Specialization is possible in line and staff sales organization. This statement is :**

- A. True
- B. False
- C. Ambiguous
- D. Uncertain

**61. In environment only one thing is fixed and that is exchange. "This statement is of :**

- A. Philip Kotler
- B. William J. Stanton
- C. R.S Davar
- D. Alvin Toffler

**62. The macro environment factors of marketing environment are :**

- A. 8
- B. 6
- C. 4
- D. 2

**63. Strategic marketing planning is ... for a developing country like India**

- A. Necessary
- B. Expensive
- C. Unnecessary
- D. Burden on the firm

**64. Strategic marketing planning is ;**

- A. Expansion of marketing activities
- B. Unnecessary mental exercise
- C. Magic box
- D. Technique of becoming man of corers over night

**65. Market segmentation is the strategy of dividing markets in order to conquer than .**

**This statement is of :**

- A. R.S. davar
- B. Robert
- C. Pearce
- D. William J.Stanton

**66. Which of the following strategy is related to market segmentation**

- A. Undifferentiated
- B. Differentiated
- C. Concentrated
- D. All of the above

**67. Market segmentation is in the interest of :"**

- A. Trader
- B. Consumer
- C. Manufacturer
- D. All of the above

**68. The nature of Indian buyer is :**

- A. The lodge complaint
- B. To purchase cheap
- C. To bargain
- D. All of the above

**69. According to A.H. Maslow the Hierachy of needs are :**

- A. 2
- B. 3
- C. 4
- D. 5

**70. The whole behavior of a person while making purchases may be termed as consumer behavior. "This statement if of:**

- A. Hanson
- B. Kotler
- C. Geothi
- D. Paul

**71. Which is not an economic factor of affecting consumer behavior?**

- A. Family income
- B. Discretionary income
- C. Government policy
- D. Social needs

**72. The advertisement slogan of LIC- Jeevan ke sath bhee or jeevan ke bad bhee” is an example of :**

- A. Learned motives
- B. Emotional motives
- C. Inherent motives
- D. Rational buying motives

**73. The first choice of Bollywood heroine is LUX soap, “ it is an example of**

- A. Inherent motives
- B. Learned motives
- C. Emotional motives
- D. Rational buying motives

**74. Wine cigarette cosmetics are the example of a :**

- A. Maturity products
- B. Prestige products
- C. Functional products
- D. Hedonic products

**75. Cloths, sweets, biscuits, butter, breads are the example of....**

- A. Hedonic product
- B. Anxiety product
- C. Status product
- D. Maturity product

**76. Learning model of consumer behavior is propounded by:**

- A. Alfred Marshall
- B. Pavlovian
- C. Sigmond freud
- D. Thomas hobbers

**77. The behavior of a consumer is :**

- A. Inside
- B. Dynamic
- C. Uncertain
- D. All of these

**78. Consumer buyer purchase product for :**

- A. Others
- B. His family
- C. Himself
- D. Himself and his family

**79. A Consumer can collect buying information from....**

- A. Formal sources
- B. Informal sources
- C. Both a and b
- D. None of the above

**80. The following is not a part of formal source of buying information:**

- A. Advertising
- B. Path range of firm
- C. Personal selling
- D. Distribution

**81. The term product concept was first used by:**

- A. W.J. Staton
- B. Hansen
- C. Philip kotler
- D. Theodore levitt

**82. Product Mix are mainly affected by :**

- A. Producting
- B. Financial
- C. Marketing
- D. All of the above

**83. Consumer products are sub classified into :**

- A. Convenient product
- B. Shopping product
- C. Specialty product
- D. All of the above

**84. The key of feature of convenient products are :**

- A. More buying frequency
- B. Quick use
- C. Products are not durable
- D. All of the above

**85. Furniture, ladies garments, costly Sarees and costly set of crockery are the examples of:**

- A. Convenient products
- B. Shopping products
- C. Specialty products
- D. Industrial products

**86. According to R.S. DAVAR the main types of product are :**

- A. 2
- B. 3
- C. 4
- D. 5

**87. The number of customers are more in .... Products.**

- A. Consumer
- B. Industrial
- C. Defense
- D. All of the above

**88. The demand of .... Products is autonomous:**

- A. Consumer
- B. Industrial
- C. Defense
- D. All of the above

**89. In case of sale of durable goods, the main emphasis is given on...**

- A. Personal selling
- B. After sale services
- C. Earned more profits
- D. All of the above

**90. Trading up strategy means:**

- A. Adding high price product in product line
- B. Adding normal price product in product line
- C. Adding low price product in product line
- D. Adding below cost price in product

**91. The main motto of product differentiation strategy is:**

- A. General service of whole market
- B. General service of limited market
- C. Special service of limited market
- D. Special service of whole market

**92. The main motto of market segmentation strategy is:**

- A. Special service of whole market
- B. Special service of limited market
- C. General service of whole market
- D. General service of limited market

**93. Which of the following advantage of product simplification is not considered as its advantage?**

- A. Decreasing the cost of inspection
- B. Increasing the profits of business
- C. Increasing industrial instability
- D. Easy marketing organization

**94. Labeling is:**

- A. Compulsory
- B. Necessary
- C. Voluntary
- D. Unnecessary

**95. Maximum wide scope is of:**

- A. Packaging
- B. Labeling
- C. Brand
- D. Trade mark

**96. When a manufacturer allots one brand name for all products of category it is known as:**

- A. Regional brand
- B. Family brand
- C. Umbrella brand
- D. Provincial brand

**97. When a manufacturer uses a brand name for all its manufacturer product is known as:**

- A. Family brand
- B. Umbrella brand
- C. Local brand
- D. National brand

**98. In .... Brand the price of the product is fixed at a low rate by the manufacturer**

- A. Competitive
- B. Fighting
- C. Family
- D. Umbrella

**99. Tata brand name is used for soap, truck, diesel engine, shampoo, coconut hair oil etc. is an example of:**

- A. Family brand
- B. Blanket brand
- C. Umbrella brand
- D. Both b and c

**100. Brand includes trade mark but trade mark does not include brand.” this statement is:**

- A. True
- B. False
- C. Not clear
- D. Ambiguous.