



DELHI INSTITUTE OF ADVANCED STUDIES

Plot No. 6, Sector-25, Rohini, Delhi-110085

(Approved by AICTE & Affiliated with GGSIP University for B. Com(H), BBA, MBA & MBA(FM) Programmes)

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MOCK MCQ TEST

MARKETING MANAGEMENT

BCOM 201



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MULTIPLE CHOICE QUESTIONS

SUBJECT: MARKETING MANAGEMENT

PAPER CODE: BCOM 201

1. Which of the following statements is correct?
 - A. Marketing is the term used to refer only to the sales function within a firm
 - B. Marketing managers usually don't get involved in production or distribution decisions
 - C. Marketing is an activity that considers only the needs of the organization, not the needs of society as a whole
 - D. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large

2. Which of the following is NOT an element of the marketing mix?
 - A. Distribution
 - B. Product
 - C. Target market
 - D. Pricing

3. Marketing decision makers in a firm must constantly monitor competitors' activities-their products, prices, distribution, and promotional efforts-because
 - A. The competitors may be violating the law and can be reported to the authorities
 - B. The actions of competitors may threaten the monopoly position of the firm in its industry
 - C. The actions of competitors may create an oligopoly within an industry
 - D. New product offerings by a competitor with the resulting competitive variations may require adjustments to one or more components of the firm's marketing mix

4. _____ is the collection and interpretation of information about forces, events, and relationships that may affect the organization.
 - A. Environmental scanning
 - B. Stakeholder analysis
 - C. Market sampling
 - D. Opportunity analysis

5. When companies make marketing decisions by considering consumers' wants and the long-run interests of the company, consumer, and the general population, they are practicing which of the following principles?



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- A. Innovative marketing
 - B. Consumer-oriented marketing
 - C. Value marketing
 - D. Societal marketing
6. The _____ holds that consumers will favour products that are available and highly affordable (therefore, work on improving production and distribution efficiency).
- A. Product concept
 - B. Production concept
 - C. Production cost expansion concept
 - D. Marketing concept
7. The term marketing refers to:
- A. New product concepts and improvements
 - B. Advertising and promotion activities
 - C. A philosophy that stresses customer value and satisfaction
 - D. Planning sales campaigns
8. The term "marketing mix" describes:
- A. A composite analysis of all environmental factors inside and outside the firm
 - B. A series of business decisions that aid in selling a product
 - C. The relationship between a firm's marketing strengths and its business weaknesses
 - D. A blending of four strategic elements to satisfy specific target markets
9. Early adopters of _____ which opinion leaders are largely comprised of and tend to be _____
- A. Generalized; that is, they tend to lead the group on most issues
 - B. More likely to buy new products before their friends do and voice their opinions about them
 - C. From the upper class; people from other classes are more likely to be followers
 - D. Quiet, withdrawn people who don't make fashion statements or take risks easily
10. A marketing philosophy summarized by the phrase "a good product will sell itself" is characteristic of the _____ period.
- A. Production
 - B. Sales
 - C. Marketing
 - D. Relationship



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11. Today's marketers need _____
- A. Neither creativity nor critical thinking skills
 - B. Both creativity and critical thinking skills
 - C. Critical thinking skills but not creativity
 - D. Creativity but not critical thinking skills
12. The process that turns marketing strategies and plans into marketing actions in order to accomplish strategic marketing objectives is called _____
- A. Marketing strategy.
 - B. Marketing control.
 - C. Marketing analysis.
 - D. Marketing implementation
13. Segmentation is the process of:
- A. Dividing the market into homogenous groups
 - B. Selecting one group of consumers among several other groups
 - C. Creating a unique space in the minds of the target consumer
 - D. None of these
14. Good marketing is no accident, but a result of careful planning and _____.
- A. Execution
 - B. Selling.
 - C. Research.
 - D. Strategies.
15. The traditional view of marketing is that the firm makes something and then _____ it.
- A. Markets.
 - B. Sells.
 - C. Prices.
 - D. Services.
16. Groups that have a direct or indirect influence on a person's attitudes or behaviour is known as _____
- A. Reference groups
 - B. Family.
 - C. Roles.
 - D. Status.



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17. Re-marketing is related with creating demand for _____.
- A. Fresh products.
 - B. Non-usable products
 - C. Low quality products.
 - D. Renewed use of products.
18. Demographic segmentation refers to.
- A. The description of the people and the place in society.
 - B. The description of the people's purchasing behaviour
 - C. The location where people live
 - D. Geographic regions.
19. Which of the following reflects the marketing concept philosophy?
- A. "You won't find a better deal anywhere".
 - B. "When its profits versus customer's needs, profits will always win out".
 - C. "We are in the business of making and selling superior product".
 - D. "We won't have a marketing department; we have a customer department".
20. In selling concept, maximization of project of the firm is done through _____.
- A. Sales volume.
 - B. Increasing production.
 - C. Quality.
 - D. Services.
21. In _____ segmentation, buyers are divided into different groups on the basis of life style or personality and values.
- A. Geographic.
 - B. Demographic
 - C. Psychographic.
 - D. Behavioural.
22. Which of the following is not part of demographic segmentation?
- A. Age.
 - B. Income.
 - C. Education.
 - D. Interest.



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23. When a consumer decides to buy without much logical thinking, his decision is said to be _____

- A. Patronage.
- B. Emotional.
- C. Rational.
- D. None of these.

24. _____ Marketing means serving a small market not Served by competitions.

- A. Niche.
- B. Mega.
- C. Meta.
- D. None of these.

25. The task of any business is to deliver _____ at a profit.

- A. Customer needs
- B. Products.
- C. Customer value
- D. Quality.

26. _____ is the next stage of market segmentation.

- A. market targeting
- B. Positioning.
- C. MIS.
- D. Marketing.

27. In the traditional _____ concept, the main strategy of the company is to find customers for the product, manufactured by them and somehow convince the customer into buying this product.

- A. Selling.
- B. Product.
- C. Production.
- D. Marketing.

28. Some companies are now switching from being product- centred to being more _____ centred.

- A. Competency.
- B. Marketing.
- C. Sales.
- D. Customer-segment.



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29. _____ environment consists of the factors like inflation rate, interest rate and unemployment.
- A. Geographic.
 - B. Economic.
 - C. Demographic.
 - D. Technological.
30. When a firm practice _____ concept, all its activities are directed to satisfy the consumer.
- A. Selling.
 - B. Production.
 - C. Marketing.
 - D. Societal.
31. Marketing channel that involves no intermediaries to made their products available to final buyers is classified as
- A. Direct channel
 - B. Indirect channel
 - C. Static channel
 - D. Flexible channel
32. Identify the incorrect statement about multiple channels:
- A. Internet banking is an example of low-cost channel that is offered by banks
 - B. Customers usually use only one channel for all transactions even if multiple channels are offered
 - C. Service sensitive customers prefer the full-service channels
 - D. Economic considerations should not be the only criteria for deciding what combination of channels to be used
33. The _____ function of marketing makes the products available in different geographic regions.
- A. Production.
 - B. Selling.
 - C. Distribution.
 - D. Promotion.
34. Logistics means _____.
- A. Production.



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- B. Flow of goods.
 - C. Consumption.
 - D. Marketing channel.
35. Logistics management is a part of _____.
- A. Production.
 - B. Marketing channel
 - C. Supply chain management.
 - D. Consumption.
36. Which of the following is not included in the function of physical supply?
- A. Standardization.
 - B. Storage.
 - C. Packaging.
 - D. Transportation.
37. The best channel of distribution for vacuum cleaner is _____.
- A. Direct marketing.
 - B. Tele marketing.
 - C. Retail chains.
 - D. None of these.
38. Transportation belongs to _____ function of marketing.
- A. Research.
 - B. Exchange.
 - C. Physical supply
 - D. Facilitating.
39. _____ is a broad range of activities concerned with efficient movement of finished goods from the end of the production line to the consumer.
- A. Physical distribution.
 - B. Channel of distribution
 - C. Intensive distribution.
 - D. None of these.
40. Which of the following is not a non-store retailing?
- A. Tele marketing.
 - B. Direct marketing.
 - C. Kiosk marketing.
 - D. Retail chains.



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41. In _____, manufacturers supply products to a limited number of outlets in the target market.
- Selective distribution
 - Geographical distribution
 - Intensive distribution.
 - Executive distribution.
42. Which company is the pioneer in direct marketing?
- Johnson & Johnson.
 - Eureka Forbes.
 - Avon cosmetics.
 - Cipla.
43. Ensuring the availability of the products and services as and when required by the customers is _____ utility.
- Time.
 - Place.
 - Form.
 - Profession
44. The process of moving the raw materials from the place of the suppliers to the place of the producers is known as _____.
- Inbound logistics.
 - Outbound logistics
 - Inventory management.
 - Acquisition of raw materials.
45. The flow of goods from production to consumption is known as _____.
- Inbound logistics.
 - Outbound logistics.
 - Process logistics.
 - Reverse logistics
46. A strength of radio advertising is _____
- the ability to reach segmented audiences
 - the ability to reach prospective customers on a personal and intimate level
 - low cost per thousand
 - short lead-times



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E. All of the above

47. Marketers can enhance the consumers' ability to access knowledge structures by

- A. using loud music
- B. using colorful ads
- C. employing verbal framing
- D. repeating brand information
- E. increasing curiosity about the brand

48. All marketing activities that attempt to stimulate quick buyer action or immediate sales of a product are known as _____.

- A. Sponsorship
- B. Advertising
- C. personal selling
- D. sales promotion
- E. Publicity

49. A detergent that advertises how clean it gets clothes is appealing to the _____ consumer need.

- A. Functional
- B. Symbolic
- C. Biological
- D. Utilitarian
- E. Experiential

50. Which of the following is NOT a requirement for setting advertising objectives?

- A. Objectives must specify the amount of change.
- B. Objectives must be stated in terms of profits.
- C. Objectives must be realistic.
- D. Objectives must be internally consistent.
- E. Objectives must be clear and in writing.

51. The _____ component of attitudes focuses on behavioral tendencies.

- A. Affective
- B. Instrumental
- C. Conative
- D. Cognitive
- E. Behavioral



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52. The process of translating thought into a symbolic form is known as -----.
- A. Encoding
 - B. Feedback
 - C. Noise
 - D. Decoding
 - E. the message channels
53. Margaret Stephens notices the television commercial because of the loud sounds. This is an example of _____.
- A. exposure
 - B. involuntary attention
 - C. non-voluntary attention
 - D. voluntary attention
 - E. interpretation
54. The series of steps that must be followed by salespersons is classified as:
- A. Marketing process
 - B. Selling process
 - C. Intermediation process
 - D. Nominal process
55. The concept which states information about value, opportunities and rewards of good performance as thought by salespersons is called:
- A. Organizational Climate
 - B. Media Climate
 - C. Sales Climate
 - D. Outbound Climate
56. According to consumer promotion technique, the cash refunds is also classified as:
- A. Price packs
 - B. Sweepstakes
 - C. Point of Purchase Promotions
 - D. Cash Rebate
57. The consumer promotion technique according to which product consumers are told to submit their names for drawing is classified as
- A. Cash Refunds
 - B. Cash Sample
 - C. Sweepstakes
 - D. Cents off deals



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58. The promotion tools such as sweepstakes, event sponsorship, samples and coupons are classified in category of:

- A. Organizational Promotion
- B. Consumer Promotions
- C. Inbound Promotion
- D. Outbound Promotion

59. The consumer promotion technique in which customer purchase proof is sent to manufacturer which then refunds some part of price is called:

- A. Cash refund
- B. Coupon
- C. Sample
- D. Premium

60. The individual who represent company by performing selling, servicing, information gathering, and prospecting is classified as:

- A. Sales person
- B. Promoting manager
- C. Prospering manager
- D. Persuasion manager

ANSWER KEY

1	D	11	B	21	C	31	D	41	B	51	C
2	C	12	D	22	D	32	C	42	D	52	A
3	D	13	A	23	B	33	D	43	A	53	B
4	A	14	A	24	A	34	A	44	A	54	B
5	D	15	B	25	C	35	D	45	B	55	A
6	A	16	A	26	A	36	A	46	E	56	D
7	C	17	D	27	A	37	C	47	D	57	C
8	D	18	A	28	D	38	D	48	D	58	B
9	B	19	D	29	B	39	B	49	A	59	A
10	A	20	A	30	C	40	A	50	B	60	A