

Instructions	
All Questions in Section I is compulsory Attempt any 12 out of the 15 questions in Section II Attempt any 8 out of the 15 questions in Section III	
Section I	
1.	_____ is the process of identifying, anticipating and satisfying consumer requirements profitably.
(a)	Marketing
(b)	Selling
(c)	Distribution
(d)	Advertising
	Marks: 1

2.	In _____ a firm fixes prices in order to achieve a particular level of return on investment.
(a)	Perceived value
(b)	target return pricing
(c)	cost plus pricing
(d)	BEP Price
	Marks: 1

3.	_____ relates to physical distribution of goods.
(a)	Channel of distribution
(b)	Logistics
(c)	Selling
(d)	Direct Marketing
	Marks: 1

4	In _____ marketing the manufacturer directly reaches the consumer on telephone.
(a)	Tele
(b)	direct
(c)	Internet
(d)	Green
	Marks: 1

(20 questions)

Section II

1	_____ . Concept aims at a balance between society's welfare, customer satisfaction, and company's profits.	
	(a)	Marketing concept b) c) d
	(b)	Societal concept
	(c)	Selling concept
	(d)	Modern concept
		Marks : 2

2	Creating a brand image in the mind of the consumer is known as _____	
	(a)	Brand extension
	(b)	brand equity
	(c)	product Mix
	(d)	brand positioning
		Marks : 2

3	_____ selling is used in case of complex and expensive products and in markets with fewer buyers.	
	(a)	Aggressive
	(b)	forceful
	(c)	Public
	(d)	Personal
		Marks : 2

4	----- refers to the process of selling products or services based on their environmental benefits.	
	(a)	Green Marketing
	(b)	Telemarketing
	(c)	On line marketing

	(d)	Social marketing	
			Marks : 2

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Total 15 questions

Section III

1	Under _____ pricing policy manufacturer charges very high price in the initial period then reduces gradually.		
	(a)	Marginal cost	
	(b)	Mark-up	
	(c)	Break-even	
	(d)	Skimming	
			Marks : 2

2	----- refers to the application of basic marketing principles to the design and implementation of programs and information campaigns that advance social causes.		
	(a)	Social marketing	
	(b)	Event marketing	
	(c)	E-marketing	
	(d)	Modern Marketing	
			Marks : 2

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Total 15 questions