

# PRINCIPLES OF MARKETING

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## Unit - 1

1. What can be marketed?
  - A. Goods
  - B. Services
  - C. Experiences
  - D. All of the above
2. This orientation focuses on understanding the strategies of the competitors and planning accordingly.
  - A. Customer
  - B. Competition
  - C. Market
  - D. Supplier
3. A group of businesses that offer products that are related from a consumer's perspective but which have no institutional connections is called as:
  - A. Market
  - B. Digital Market
  - C. Meta Market
  - D. None of the above.
4. \_\_\_\_\_ is a growth strategy that identifies and develops new market segments for current products.
  - A. Market development
  - B. Product development
  - C. Customer development
  - D. Market penetration
5. \_\_\_\_\_ is the process of acquiring new customers for business or converting the existing prospects into new customers.
  - A. Customer acquisition
  - B. Customer planning
  - C. Customer development
  - D. Customer handling
6. A customer retention strategy could be to:
  - A. Develop customer trust and long-term relationships

- B. Manage a robust customer loyalty program
- C. Mine and use your customer data
- D. None of the above

7. The environment in which the service is delivered and where the firm and customer interact, and any tangible components that facilitate performance or communication of the service.

- A. Place
- B. Physical Evidence
- C. Marketing Environment
- D. None of the above

Marketing Mix

8. The \_\_\_\_\_ has been defined as the "set of marketing tools that the firm uses to pursue its marketing objectives in the target market.

Entrepreneurial

9. \_\_\_\_\_ marketing is a marketing process that includes undertaking business planning, identifying the needs and wants of consumers.

Expeditionary

10. \_\_\_\_\_ marketing refers to strategies that are aimed at pushing established companies and their products into new markets and territories.

11. One-to-one marketing (also known as relationship marketing or customer-relationship management) means being marketers willing to change their behaviour toward an individual customer based on what the customer wants.

- A. True
- B. False

12. Marketing orientation is a selling approach that is used by companies to persuade customers to buy products and services that are produced by them.

- A. True
- B. False

13. The Indian market offers an Opportunity for only National, Regional and Local brands.

- A. True
- B. False

14. Customer retention refers to a company's ability to turn their existing customers into repeated buyers and stop them from switching to a competitor.

- A. True
- B. False

15. Data mining is a process used by companies to turn raw data into meaningful information.

- A. True
- B. False

## Unit - 2

1. This is an internal factor that surround the business and influence its marketing operations:

- A. Political
- B. Legal
- C. Social
- D. Customers

2. The \_\_\_\_\_ environment consists of the forces close to the company that affect its ability to serve its customers.

- A. Political
- B. Micro
- C. Social
- D. Macro

3. The \_\_\_\_\_ environment consists of factors that can have an effect on the consumer's purchasing power as well as the spending patterns.

- A. Political
- B. Economic
- C. Social
- D. Cultural

4. This is a factor in cultural environment.

- A. Languages.
- B. Education.
- C. Religion.
- D. All of the above

5. Delight in consuming the product/service is a 'value in \_\_\_\_\_'.

- A. Purchase
- B. After purchase
- C. Consumption
- D. None of the above

### Relationship Marketing

6. \_\_\_\_\_ is a strategy that emphasizes customer retention, satisfaction, and lifetime customer value.

7. \_\_\_\_\_ are the potential customers in the target market.

### Customer Defection

8. \_\_\_\_\_ is the loss of users or consumers (churn/attrition) or the decrease in purchases by

them.

#### Customer Acquisition

9. \_\_\_\_\_ is the process of acquiring new customers for business or converting existing prospect into new customers.

#### Customer Retention

10. \_\_\_\_\_ refers to a company's ability to turn existing customers into repeat buyers and preventing them from switching to a competitor's product.

11. The customer acquisition funnel serves as a framework that helps a company in tracking and monitoring how well the process of attracting and retaining customers is being followed by the company.

- A. True
- B. False

12. Not enough leads coming in the top of the funnel can be a blockage point.

- A. True
- B. False

13. Prospects are the most important to any company as they account for its overall profitability. They are loyal and prefer to buy a product/brand.

- A. True
- B. False

14. Economic environment refers to the natural resources or physical environment that are required as inputs by marketers or which is affected by the marketing activities

- A. True
- B. False

15. The micro-environment is basically the environment that has a direct impact on your business.

- A. True
- B. False

## Unit - 3

1. A solid marketing plan should consist of:

- A. Company's value proposition
- B. Information regarding its target market or customers

C. Competitive positioning in the market

D. All of the above

2. \_\_\_\_\_ are external factors that can affect the business negatively, such as a competitor, political/legal changes or natural disasters.

A. Company's value proposition

B. Threats

C. Strengths

D. Opportunities

3. These Business Units/products characterized by high-growth and high-market share.

A. Stars

B. Cash Cows

C. Question Marks

D. Dogs

4. Business Units with low-growth, low-market share and poor profitability are known as:

A. Stars

B. Cash Cows

C. Question Marks

D. Dogs

5. Some factors that can help a business assess its competitive advantage in an industry are:

A. Market share it commands

B. Market share growth potential

C. Brand awareness

D. All of the above

Revenue Variance

6. \_\_\_\_\_ analysis is used to measure differences between actual sales and expected sales, based on sales volume metrics, sales mix metrics, and contribution margin calculations.

Internal Scanning

7. \_\_\_\_\_ is the process of assessing the firm's strength and weaknesses and identifying its core competencies and competitive advantages.

Marketing Strategy

8. \_\_\_\_\_ is a set of objectives, policies and rules that guide over a period of time the marketing efforts of a company

9. The PIMS approach suggests the identification of strengths and weaknesses on the basis of a firm's ROI analysis.

Strategic business Unit

10. A \_\_\_\_\_ is a profit center which focuses on product offering and market segment.

11. The BCG Matrix (Growth-Share Matrix) was created in the late 1960s by the founder of the Boston Consulting Group, Bruce Henderson.

A. True

B. False

12. Relative market share is the attractiveness of the market in which a Business Unit operates.

- A. True
- B. False

13. Secondary Data is the already published data.

- A. True
- B. False

14. Marketing research distributes essential information to the marketers who in turn make efficient decisions.

- A. True
- B. False

15. The GE/McKinsey Matrix is a nine-cell (3 by 3) matrix.

- A. True
- B. False

## **Unit - 4**

1. A marketplace consists of:

- A. People with money with them
- B. People with money and the willingness to spend it
- C. People with money to spend and the willingness and ability to spend it
- D. All of the above.

2. Why a marketing executive needs to study consumer behaviour?

- A. To better understand his consumers
- B. For better planning and implementing marketing strategies
- C. For gaining a better understanding of the factors that affect consumer behaviour
- D. For all of the above.

3. Which of the following question is being answered by the consumer behaviour field?

- A. What are the products people buy?
- B. Why they buy them?
- C. How they buy them?
- D. All of the above.

4. Who gave the following definition of consumer behaviour? "The behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of, if products and services that they expect will satisfy their needs."

- A. Leon G Schiffman and Leslie Lazar Kanuk

- B. Berkman and Gilson
- C. Zaltman and Wallendorf
- D. Wasson.

5. Purchase means:

- A. Creating new users
- B. Discovering new uses
- C. The physical exchange of money for goods and services
- D. All of the above.

6. The marketer desires that the post-purchase behaviour should have the following:

- A. Making sure that customer needs are satisfied through the product's use
- B. Making sure that customer recommend others to buy the product
- C. Both a & b
- D. None of the above.

7. Information can be gathered through this source:

- A. Internal
- B. External
- C. Both a & b
- D. None of the above

Consumer Behaviour

8. \_\_\_\_\_ refers to the identifiable behaviour of consumers during searching, purchasing and post consumption of products or services.

Personal Organisational

9. There are two important group of consumers: \_\_\_\_\_ consumer and \_\_\_\_\_ consumers.

10. Value is the ratio between the customer's perceived benefits and the resources used to obtain those benefits.

11. Consumer behaviour is defined as the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of the products and services that they expect will satisfy their needs.

- A. True
- B. False

12. The product concept assumes that consumers will buy the product that offers them the highest quality, the best performance and the most features.

- A. True
- B. False

13. Personal consumers buy goods and services for commercial reasons and are not the end-user of those goods and services.

- A. True
- B. False

14. Organisational consumers include both commercial for-profit and non-profit organisations.

- A. True
- B. False

15. It is possible for a person to be the buyer and consumer of a product.

- A. True
- B. False

## **Unit - 5**

1. This positioning is used when the brand or products provide solutions to problems and provide benefits to customers.

- A. Symbolic
- B. Functional
- C. Experiential
- D. None of the above

2. If a company decides to change the way people perceive a brand, this process is known as \_\_\_\_\_ of the brand.

- A. Positioning
- B. Re-positioning
- C. Branding
- D. Targeting

3. \_\_\_\_\_ defines where your product stands in relation to others offering similar products and services in the marketplace as well as the mind of the consumer.

- A. Positioning
- B. Segmenting
- C. Branding
- D. Targeting

4. Airlines offer the Economy class as well as the Business Class. This is an example of:

- A. Standardisation
- B. Segmentation
- C. Differentiation
- D. Targeting

5. These are the primary points in which you can compete with your competitor.

- A. POD (Points of Difference)
- B. PPO

- C. PSO
- D. POP

6. POD project a clear difference in the product offerings as compared to the competitor.
7. Symbolic positioning is useful for creating a brand image which helps create brand equity, a sense of social belongingness and ego-identification.
8. Experimental positioning creates sensory and cognitive simulation in the minds of the customer. It is one of the basis of the experiences which a customer can relate to.
9. Makers are the low-resource group and are highly motivated by self-expression.
10. VALS segments US adults into 8 distinct types
11. Behavioral segmentation is the process of sorting and grouping customers based on the behaviors they exhibit.
  - A. True
  - B. False
12. Demographic segmentation is a type of market segmentation that pays attention to consumers' perceptions, thoughts, and beliefs.
  - A. True
  - B. False
13. Segmentation done on the basis of geography, location and region is geographic segmentation.
  - A. True
  - B. False
14. Family makeup cannot be an essential criterion in segmenting because when the dynamic of a family change, its needs and desires do not.
  - A. True
  - B. False
15. Positioning can be done on how the product looks, feels, appears etc.
  - A. True
  - B. False

## **Unit - 6**

1. Product \_\_\_\_\_ refers to altering the product characteristics.
  - A. Designing

B. Modification

C. Mix

D. Line

2. \_\_\_\_\_ refers to how closely related product lines are to each other. It is in reference to their use, production, and distribution channels.

A. Width

B. Consistency

C. Mix

D. Length

3. The \_\_\_\_\_ product is anything that goes above and beyond the customer's expectations in terms of features and benefits.

A. Core

B. Expected

C. Actual

D. Augmented

4. The Boston Consulting Group (BCG) Matrix is a \_\_\_\_\_ celled matrix.

A. Four

B. Three

C. Two

D. Five

5. During the \_\_\_\_\_ stage in a PLC, customers start taking to the product and purchasing it. The product idea is proved as it gets more popular, and sales climb.

A. Introduction

B. Maturity

C. Growth

D. Decline

6. When a product reaches Maturity, its sales tend to slow, signaling a largely saturated market. At this point, sales may start to drop.

Rapid Skimming

7. \_\_\_\_\_ strategy consists of introducing a new product at high price and high promotional expenses.

Market Development

8. \_\_\_\_\_ strategy focuses on selling existing products into new markets.

Slow Penetration

9. \_\_\_\_\_ strategy consists of introducing a product with low price and low-level promotion. Low price will encourage product acceptance.

Industry Attractiveness

10. \_\_\_\_\_ indicates how hard or easy it will be for a company to compete in the market and earn profits.

11. During the growth stage, customers start taking to the product and purchasing it. The

product idea is proved as it gets more popular, and sales climb.

- A. True
- B. False

12. The new product development process starts with idea screening.

- A. True
- B. False

13. The last stage before commercialization is test marketing. In this stage of the new product development process, the product and its proposed marketing program are tested in realistic market settings.

- A. True
- B. False

14. Dogs represent business units having low relative market share and located in a high growth industry.

- A. True
- B. False

15. Stars represent business units having large market share in a fast growing industry. They may generate cash but because of fast growing market

- A. True
- B. False

## **Unit - 7**

1. This involves all that is related to the brand, which evokes positive or negative sentiments.

- A. Brand Identity
- B. Brand Resonance
- C. Brand Value
- D. Brand Association

2. This is the extent to which a brand is known or recognizable to a consumer.

- A. Brand Identity
- B. Brand Resonance
- C. Brand Awareness
- D. Brand Association

3. Brand health tracking includes:

- A. Measuring the strength of the brand.

- B. Tracking the performance of brand over time.
- C. Tracking through the use of different metrics relating to brand health, such as brand awareness, brand associations, and brand positioning.
- D. All of the above

4. This is not a Brand Element.

- A. Brand Name
- B. Logo
- C. Quality
- D. Graphics

5. This concerns the impact on the way in which an interested client thinks. Customer feedback is key to this input.

- A. Marketing Investment Program
- B. Customer Mindset
- C. Brand Performance
- D. Value

6. A Brand Value chain dictates the process, from start to finish, of how a brand creates value.

7. Customers' perceptions of your brand are referred to as Salience.

8. A Product has a shelf life, but a brand lives on in perpetuity.

9. Brand Tracking is vital for evaluating and measuring performance of a brand.

10. Choosing a Domain Name is an essential step toward brand management.

11. The brand logo, tagline, colour, promotional materials, letterheads, signage, and advertisements all are tangible representations of the brand that make up its sensory identity and thus create an image in the mind of the customer.

- A. True
- B. False

12. Brand loyalty does not depict that a consumer who believes in the value of a brand will make frequent and repeated purchases.

- A. True
- B. False

13. 'Perceived Quality' usually revolves around a brand's reputation for high-quality products and customer experience.

- A. True
- B. False

14. Loyalty programs, customer engagement via the internet and social media platforms, building emotional connections are great tactics that can be implemented to assist in building resonance.

- A. True
- B. False

15. By registering trademarks, businesses may not be able to safeguard their reputations.

- A. True
- B. False

## **Unit - 8**

1. A \_\_\_\_\_ is a direct or indirect government payment to people or businesses, typically in the form of cash or a targeted tax break.

- A. Tax
- B. Subsidy
- C. Cost
- D. Tariff

2. \_\_\_\_\_ increase the prices of imported goods.

- A. Tax
- B. Subsidy
- C. Cost
- D. Tariff

3. Price \_\_\_\_\_ is a product pricing strategy by which a firm charges the highest initial price that customers will pay and then lowers it over time.

- A. Penetration
- B. Costing
- C. Skimming
- D. Leadership

4. \_\_\_\_\_ pricing is a marketing strategy used by businesses to attract customers to a new product or service by offering a lower price during its initial offering.

- A. Penetration
- B. Costing
- C. Skimming
- D. Leadership

5. \_\_\_\_\_ pricing is a pricing strategy where a company changes the price at which it sells

a given product on a regional basis.

- A. Penetration
- B. Geographic

C. Skimming

D. Bundle

**Bundle Pricing**

6. \_\_\_\_\_ is a pricing strategy where companies package separate products together and offer them at a single price.

7. **Prestige** pricing is when a company sells a product at a high price in order to give consumers the impression that it possesses a high value.

**Complementary**

8. \_\_\_\_\_ pricing is a method in which one of the products is priced to maximize the sales volume and which in turn stimulates the demand of other product.

9. The **Quality** of a product is associated with its price

**Price Elasticity**

10. \_\_\_\_\_ of demand is a measurement of the change in consumption of a product as compared to a change in its price.

11. A loss leader strategy involves selling a product or service at a price that is not profitable but is sold to attract new customers.

**A. True**

B. False

12. Image pricing is a form of pricing in which consumers are charged both an entry fee (fixed price) and a usage fee (per-unit price).

A. True

**B. False**

13. Barriers to entry are factors that prevent or make it difficult for new firms to enter a market. Their existence makes the market less contestable and less competitive.

**A. True**

B. False

14. The tax decreases the price which the customers pay for the good.

A. True

**B. False**

15. A subsidy is a direct or indirect government payment to people or businesses, typically in the form of cash or a targeted tax break.

**A. True**

B. False

## Unit - 9

1. The modes of transportation that are adopted by the businesses are road, railways, airways, water transport and pipelines:

- A. Road
- B. Railways
- C. Air
- D. All of the above.

2. These are the intermediaries who take title to the goods and services and resell them. We know them as dealers, wholesalers, and retailers.

- A. Agents
- B. Facilitators
- C. Merchant Middlemen
- D. None of the above.

3. This is a form of distribution channel wherein two or more companies at the same level unrelated to each other come together to gain the economies of scale.

- A. Vertical
- B. Horizontal
- C. Combined
- D. Multichannel

4. Around \_\_\_\_\_ % of channel partners have a positive bearing on company profits.

- A. 10
- B. 20
- C. 30
- D. 60

5. \_\_\_\_\_ is the act of buying large quantities of items from a manufacturer and reselling them to merchants, who subsequently sell them to consumers.

- A. Retailing
- B. Wholesaling
- C. Manufacturing
- D. None of the above

### Marketing Logistics

6. \_\_\_\_\_ is the process of distribution of goods and services from the manufacturers to the final consumers

### Order Processing

7. \_\_\_\_\_ is the beginning point of any distribution activity.

### Selective Distribution

8. \_\_\_\_\_ involves a producer using a limited number of outlets in a geographical area to sell products.

### Vertical Marketing

9. A System is the type of cooperation between the members of a distribution channel.

### Vending machines

10. are typically found in workplaces such as offices, factories, petrol stations, major retail establishments, restaurants, etc.

11. Inventory control means managing goods that are stored in the warehouses.

- A. True
- B. False

12. Store retailing is the practice of selling goods outside of traditional brick-and-mortar stores or shops.

- A. True
- B. False

13. Retailing is a distribution process that includes all the actions necessary to sell goods directly to the customer

- A. True
- B. False

14. The conflict among the channel partners belonging to the same level is horizontal conflict.

- A. True
- B. False

15. Government policy, regulations, provisions, technological and infrastructure developments affect distribution decisions in the firm do not affect its distribution decisions.

- A. True
- B. False

## Unit - 10

1. refers to the use of communication with the twin objectives of informing potential customers about product and persuading them to buy it.

- A. Promotion
- B. Promotion Mix
- C. Advertising
- D. Marketing Mix

2. \_\_\_\_\_ is referred to the short-term incentives, which are designed to encourage the buyers to make immediate purchase of a product or service.

- A. Sales Promotion
- B. Advertising Promotion
- C. Sales Mix
- D. Market Mix

3. Integrated marketing communications produces better communications \_\_\_\_\_ and greater \_\_\_\_\_ impact.

- A. consistency; sales
- B. sales; consistency
- C. marketing; competitive
- D. variety; production

4. While designing the communication, how to say it part is termed as

- A. Creative strategy
- B. Message source
- C. Message strategy
- D. None of the above

5. The \_\_\_\_\_ model defines the four steps of an effective advertising campaign as causing awareness, comprehension, conviction, and action.

- A. ADV
- B. DAGMAR
- C. ACCA
- D. AIDA

6. Prospecting involves searching for and qualifying potential buyers or clients.

7. Content Marketing allows companies to target keywords related to your business and address searchers' questions.

8. Personal Selling is oral communication with potential buyers of a product with the intention of making a sale.

9. An Advertising Budget is an amount set aside by a company planned for the promotion of its goods and services.

10. Companies monitor Key Metrics associated with their campaigns.

11. Direct marketing is a promotional method that involves presenting information about your company, product, or service to your target customer without the use of an advertising middleman.

- A. True
- B. False

12. Public relations do not work to promote businesses, goods, services.

- A. True
- B. False

13. Prospecting involves approaching the customer.

- A. True
- B. False

14. The Product Oriented theory states that if the salesperson uses the right stimulus of appropriate strength, the prospect will respond the way the salesperson wants him to.

- A. True
- B. False

15. To keep people interested and engaged on the company's site, companies build a website that showcases their brand image.

- A. True
- B. False

## **Unit - 11**

1. A sort of marketing warfare approach called \_\_\_\_\_marketing warfare aims to take something away from a target rival, typically market share. People with money with them

- A. Offensive
- B. Defensive
- C. Collaborative
- D. General

2. The idea of entering a new market with entirely new products is known as:

- A. Market Development
- B. Collaborative development
- C. Diversification
- D. Product Development

3. \_\_\_\_\_ describes how your product (product or service) compares to competing goods and services on the market as well as in the minds of customers.

- A. Positioning
- B. Segmenting

- C. Diversifying
- D. Targeting

4. The criteria for creating a niche market could be:

- A. Price
- B. Service
- C. Convenience
- D. All of the above

5. \_\_\_\_\_ technologies, have been adopted by companies and assist in automate repetitive tasks, identifying customer-buying patterns to predict future customer behaviors and provide better customer service.

- A. Sales
- B. Service
- C. Artificial Intelligence
- D. Project

Porter's Value Chain

6. The \_\_\_\_\_ concept says that there is a chain of events which occur in a company right from the procurement of raw materials to the delivery of goods as well as the post sales service.

7. \_\_\_\_\_ is essential for every company to prosper.

Value Added Market

8. \_\_\_\_\_ refers to the extra characteristics or monetary value that a business adds to its goods and services before putting them on the market.

Market Development

9. \_\_\_\_\_ focusses on introducing current items to new markets.

Cost Leadership

10. In \_\_\_\_\_ strategy a firm set out to be the low cost manufacturer or producer, within its industry.

11. Due to constraints on time, money, and effort, a corporation would not be able to target the entire market.

- A. True
- B. False

12. Segmentation is a marketing technique that combines the flexibility and personalization of custom-made products with the low unit costs that are associated with mass production.

- A. True
- B. False

13. Customer relationship management (CRM) is a technology for managing a company's relationships and interactions with existing as well as potential customers. The objective of CRM is to Improve business relationships in order to grow a business.

- A. True

B. False

14. Location-Based automation tools tracks customer interactions and automate certain business functions of the sales cycle that are imperative to follow leads, obtain new customers and sustain customer loyalty.

A. True

B. False

15. Customer loyalty is a measure of a customer's likeliness to repeat business with a company or brand.

A. True

B. False

## **Unit - 12**

1. A \_\_\_\_\_ structure uses the principle of specialization based on function or role. The business activities are divided into smaller groups based on specialized functional areas.

A. Functional

B. Product Based

C. Customer-Oriented

D. Line and Staff

2. This type of organization is structured on the basis of types of customers like retailers, wholesalers and institutions.

A. Functional Organization

B. Product Based

C. Customer-Oriented

D. Line and Staff

3. The structure is based on the specific areas. They are assigned to different persons. An organization can easily identify the changing needs, habits and fashions of the customers.

A. Market Based

B. Product Based

C. Customer-Oriented

D. Line and Staff

4. The following things need to be measured in marketing:

A. Customer satisfaction level.

B. Sales and Profits.

C. Market share

D. All of the above

5. How customers can be involved more in co-creation and strategy planning?

- A. Collect feedback/review/suggestions from customers
- B. Create customer panels for improving products/service.
- C. Different types of organisational structuring
- D. All of the above

Relationship Marketing

6. \_\_\_\_\_ Is the process used by businesses to oversee and enhance their relationships with their past, present, and potential future clients.

7. Panoptic control is the indirect control through monitoring and technology.

Data Warehousing

8. \_\_\_\_\_ is a method of organizing and compiling data into one database, whereas data mining is related to collecting important data from databases.

Customer Profiling

9. \_\_\_\_\_ is a technique to identify, segment and define the target audience. It also involves getting as close to your consumer as possible, so you can reach them the right way.

10. A marketing Budget is the amount of money a business allocates for expenses related to the promotion of its goods or services.

11. The franchisee purchases the right to use an established brand and business model to market and sell the franchisor's goods and services.

- A. True
- B. False

12. Bureaucratic Control, which is done through implementation of rules and procedures.

- A. True
- B. False

13. Strategic plan control is the monitoring of current marketing efforts and results to ensure that the annual sales and profit goals are achieved.

- A. True
- B. False

14. A marketing control is a full exploration and analysis of the entire marketing environment of a business, assessing everything from strategies and targets to specific marketing activities.

- A. True
- B. False

15. Marketing analytics is the examination of data in order to take a meaningful decision.

- A. True
- B. False

## Unit - 13

1. Services that are rendered as an along with the sale of a tangible product are known as:  
A. Core  
B. Supplementary  
C. Primary  
D. None of the above
2. There are \_ Ps in Services Marketing  
A. 4  
B. 2  
C. 9  
D. 7
3. When four or more than four stores manage the same merchandise under the central ownership and usually receive their supplies from a central warehouse, they are called as:  
A. Chain Stores  
B. Online Store  
C. Joint Venture Stores  
D. Non Stores
4. The \_\_\_\_\_ instrument developed by Parasuraman (1991) has proved popular, being used in many studies of service quality.  
A. Continuum  
B. Online  
C. SERVQUAL  
D. SERQVUAL
5. This is an ideal situation where the service provider is able to exceed the customer's expectations creating an enigma for the customer.  
A. Satisfaction  
B. Dissatisfaction  
C. Delight  
D. None of the above
6. Availability of a product is the largest issue in the rural market.
7. Services are Intangible and do not have a physical existence. They cannot be touched, held, tasted or smelt.
8. A Moment of truth is defined as an instance wherein the service receiver and the service provider come into contact with one another.

9. **Retailing** is the distribution process of a retailer obtaining goods or services and selling them to customers for use.

10. The **Services Marketing Triangle** is a framework that defines relationships with companies, their customers, their vendors and their systems

11. Service continuum is a range from the tangible to the intangible or goods-dominant to service-dominant offerings available in the marketplace.

A. True

B. False

12. Approximately 30% of all Indians currently live-in rural regions and depend on agriculture for their food.

A. True

B. False

13. Production and consumption are inseparable in case of services. Services are generated and consumed within the same time frame.

A. True

B. False

14. The three components of merchandise management are I planning, (ii) buying, and (iii) controlling.

A. True

B. False

15. The theory of wheel of retailing explains the life cycle concept in Manufacturing industry.

A. True

B. False

## **Unit - 14**

1. Which approach encourages global marketing?

A. Geocentric

B. Regio-centric

C. Global

D. Local

2. Which of the following is an unethical practice in marketing?

A. Making false, exaggerated, or unverified claims

B. Distortion of facts to mislead or confuse potential buyers

- C. Concealing dark sides or side effects of products or services
- D. All of the above

3. Which of the following is NOT a CSR initiative?

- A. Reducing carbon footprint
- B. Engaging in charity work
- C. Making profit at any cost
- D. Selling fair products

4. What refers to beliefs and choices that focus on standards, regulations, and codes of moral conduct that regulate individual behavior?

- A. CSR
- B. Ethics
- C. Selling
- D. Relationship Marketing

5. Which strategy involves understanding and providing as per the differences in customer preferences arising out of cultural, social, and religious barriers across nations?

- A. Standardization
- B. Differentiation
- C. Selling
- D. Marketing

Ethnocentric

6. A company with a \_\_\_\_\_ orientation does not distinguish between domestic and international markets and uses the same marketing strategies in both.

- A. Geocentric
- B. Regio-centric
- C. Global
- D. Local

7. What is the process of interaction and union of individuals, organizations, and governments on a worldwide scale?

- A. Globalization
- B. Internationalization
- C. Localization
- D. Standardization

8. Marketing **ethics** involve choices that build trust in marketing connections at all levels and go beyond just the legal considerations.

- A. True
- B. False

9. The purpose of a firm goes beyond making a \_\_\_\_\_.

- A. Profit
- B. Product
- C. Service
- D. Brand

10. What strengthens the bond between a company and its clients?

- A. Customer Relationship Management (CRM)
- B. Product Quality
- C. Low Pricing
- D. Effective Advertising

11. Businesses with a polycentric orientation adopt the belief that every country is unique and needs a different approach to match cultural and societal norms.

- A. True
- B. False

12. Many services are being outsourced to India by businesses in developed nations, including voice-based business processes.

- A. True
- B. False

13. Globalization has not been impacting every country politically, economically, socially as well as technologically.

- A. True
- B. False

14. Mislead your customers. Tell them simply the benefits of your product. Never fabricate lies or attempt to mislead people.

- A. True
- B. False

15. Continuous improvement is the key to excellent and successful sustainable marketing.

- A. True
- B. False