

Examrace

Business Administration Paper – 2001 Solved MCQs Competitive Exams Set 2

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(13) Business buyers are as geographically dispersed as final consumers.

(a) True

(b) False

Answer: (b)

(14) The distribution between a consumer good and an industrial good is based on the purpose for which product is purchased:

(a) True

(b) False

Answer: (a)

(15) Intensive distribution occurs when the product is stocked in as many outlets as possible.

(a) True

(b) False

Answer: (a)

(16) Merchant wholesalers are independently owned business that do not own (take title to) the goods they sell:

(a) True

(b) False

Answer: (b)

(17) Which of the following elements in a compensation package provides the greatest amount of incentive for salespersons?

(a) Salary

(b) Fringe Benefits

(c) Commissions

(d) Use of Company Vehicle

Answer: (c)

(18) The process whereby the seller distinguishes between market segments, selects one or more of these segments, and develops products and marketing-mixes tailored to each segment is called _____ marketing.

(a) Mass

(b) Target

(c) Product Variety

(d) Service

Answer: (b)

(19) Goods that the consumer, in the process of selection and purchase, characteristically compares on such bases as suitability, quality, price and style are called _____ goods.

(a) Shopping

(b) Specialty

(c) Unsought

(d) Convenience

Answer: (a)

(20) Product _____ is a period of rapid market acceptance and increasing profits.

(a) Development

(b) Introduction

(c) Growth

(d) Maturity

Answer: (c)

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