



## Multiple Choice Questions for Marketing Aptitude Part 1

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Q.1 Which concept of marketing is product oriented?

1. old concept of marketing
2. modern concept of marketing
3. entity concept of business
4. all of these

Answer: 1

Q.2 which concept of marketing is based on 'customer satisfaction' key point?

1. modern concept of marketing
2. old concept of business
3. entity concept of business
4. all of these

Answer: 1

Q.3 Marketing refers to the\_\_\_\_\_

1. sale of product
2. goods and services are exchanged to each other
3. goods distribution
4. all of these

Answer: 4

Q.4 Marketing mix consists\_\_\_\_\_

1. Production recognition
2. Price structure
3. Distribution planning
4. All of these

Answer: 4

Q.5 which of the following is not factors of the demand variable, according to Phillip Kotler?

1. customer variable
2. competition variable
3. environment variable
4. all of these

Answer: 4

Q.6 The physical distribution involves which activities?

1. Sales force costing
2. Retail warehousing
3. Customer service
4. All of these

Answer: 4

Q.7 Marketing mix involves\_\_\_\_\_

1. Product mix
2. Promotional mix
3. Service mix
4. All of these

Answer: 4

Q.8 sub-division marketing is called as\_\_\_\_\_

1. market segmentation
2. only segmentation
3. decision of market
4. allocation of marketing

Answer: 1

Q.9 Which of the following is the function of marketing as a managerial?

1. Understanding consumer needs

2. Environmental scanning and market opportunity analysis
3. Development of a competitive marketing plan and strategy such that an organisation is able to satisfy not only the consumers needs but also achieve its own objectives
4. All of these

Answer: 4

Q.10 The concept of marketing mix involves a deliberate and careful choice of organisation, product, price promotion and place strategies and\_\_\_\_\_

1. policies
2. concept
3. planning
4. all of these

Answer: 4

Q.11 which one of the following is not element of marketing mix?

1. promotion
2. place
3. product
4. none of these

Answer: 4

Q.12 The role of marketing in modern organisation is..... with marketing offers to lend a competitive edge and marketing tasks to match the demand and supply.

1. integrative
2. non-integrative
3. responding
4. all of these

Answer: 1

Q. 13 Socio-Economic Forces consists\_\_\_\_\_

1. customer
2. competition

3. substitutes
4. all of these

Answer: 4

Q.14 which of the following activities involves under physical distribution?

1. Outward transportation
2. Packaging
3. Distribution panning
4. All of these

Answer: 4

Q.15 Which of the following statement is true?

1. Environmental analysis and diagnosis involve understanding the five forces, namely socio-economic, competition, technology, government policies and supplies.
2. Understanding the socio-economic, forces is important as they determine the demand for a product or service at any given time. This involves an analysis of structural changes in the population and economic change in the society
3. Technology factor involves understanding technological change affecting the firm's products, process and systems and its capacity to respond faster to the customer. The technological development in the industry creatsan opportunity for a marker to develop new products the consumer also tends to benefit from these developments.
4. all of these

Answer: 4

Q.16 service value is the assistance customer seek in purchasing a product?

1. Service
2. Value
3. Facilities
4. All

Answer: 1

Q.17 Buying situations may be caused by\_\_\_\_\_

1. awareness about competing brands in a product group.

2. Customer has a decision criteria
3. Customer is able to evaluate and decide on his choice
4. All of these

Answer: 4

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