



## Multiple Choice Questions for Marketing Aptitude Part 2

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Q.18 Sources of verbal information include\_\_\_\_\_

1. Radio and Television Reports
2. Customers and Consultants
3. Financial Institutions
4. All of these

Answer: 4

Q.19 Which of the following steps are not involved in the environmental scanning (Scenario Building) technique?

1. analysis of the decision
2. identification of key decision factors
3. analysis of each of the key variable separately

Answer: 4

Q.20 Which of the following is not motivation models?

1. Economic model
2. Learning model
3. Psycho-analytic model
4. Organisational model

Answer: 6

Q.21 Which of the following is marketing oriental?

1. Broad product line
2. Consumer consideration dominate
3. Decentralised
4. All the above

Answer: 4

Q.22 Marketing orientation is combination of\_\_\_\_\_

1. flexibility is production
2. style and appearance prime consideration
3. controller
4. all the above

Answer: 4

Q.23 Production oriented involves \_\_\_\_\_

1. Production less flexible
2. Performance & applications prime consideration
3. Technical research
4. all the above

Answer: 4

Q.24 "All communication are action oriented" This statement is true\_\_\_\_\_

1. Yes
2. No
3. Can't
4. Perhaps

Answer: 1

Q.25 Personal channel consists\_\_\_\_\_

1. expert
2. advocate
3. social
4. all of these

Answer: 4

Q.26 The effectiveness of marketing communication has to be measured on

1. Cognitive levels

2. Cognitive levels
3. Behavioural levels
4. All the above

Answer: 4

Q.27 "Motivation research is the currently popular term used to describe the application of psychiatric psychological techniques to obtain a better understanding of why people respond as they do to products, advertisements and various other marketing situations". Who gave this statement?

1. Lawrence C. Lockley
2. William J. Stanton
3. Manson and Rath
4. All of these

Answer: 3

Q.28 Which of the following is elements of marketing planning?

1. Marketing planning is managerial function
2. It envisages determination of the future course of marketing action
3. It involves an analysis of part events and projection of future events
4. All the above

Answer: 4

Q.29 Sales forecasting is a method of estimating \_\_\_\_ volume that a company can expect to attain within plan period.

1. sales
2. purchases
3. product
4. product or service

Answer: 1

Q.30 A good control system should active correct action no sooner \_\_\_\_ occur.

1. deviations

2. flexible
3. controllable
4. none of these

Answer: 1

Q.31 Marketing orientation consists \_\_\_\_\_

1. External influences dominate objectives
2. Market Research
3. Emphasis on market price rather than cost
4. All of these

Answer: 4

Q.32 Which of the following is production oriented?

1. company consideration dominate
2. narrow product line
3. centralised
4. all of these

Answer: 4

Q.33 Which techniques may be used for studying buyer behaviour?

1. Projective techniques
2. Interview techniques
3. Questionnaire technique
4. Experience & knowledge technique
5. All of these

Answer: 5

Q.34 "Marketing concept is the recognition on the part of management that all business decisions of the firm must be made in the light of customer needs and wants, hence, that all marketing activities must be under one supervision and that all activities of a firm must be co-ordinated at the top, in the light of market requirements" Who refers it?

1. Lazo and Carbon

2. C.P. Mc Namara

3. R.L. King

4. All the above

Answer: 1

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