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Multiple Choice Questions for Marketing Aptitude Part 3

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Q. 35 Projective techniques consist_____

1. Thematic apperception test
2. Sentence completion test
3. Cartoon test
4. Word association test
5. All of these

Answer: 5

Q. 36 Which of the following statement is true?

1. Product mix also referred to as product portfolio mix, is the composite of products offered for sale by a firm or a business unit.
2. Product line is a group of closely related to products which are able to satisfy a class of need, to be used together, to be sold to the same customer groups to be moved through the same distribution channels, or fall within given price ranges.
3. Product item is a specific version of a product that has a separate name or designation in the seller's list.
4. All the above

Answer: 4

Q. 37 Which of the following condition is true about determinants and strengths of positioning strategy?

1. There should be competition warranting positioning
2. The market segment to be served should be sizeable and profitable
3. The market segment should be able to effectively receive communication messages transmitted by the company

4. All the above

Answer: 4

Q. 38 Product plays a _____ role in the activities of a business.

1. a central
2. a secondary
3. a colletrial
4. none of these

Answer: 1

Q. 39 Product market integration may be defined as a state wherein both product image and consumer self image are in focus, there is a match between product attributes and consumer expectations both economic and _____

1. non-economic
2. political
3. social
4. none of these

Answer: 1

Q. 40 Corporates strengths includes _____

1. An aggressive and experienced top management team
2. Extensive modern manufacturing facilities
3. a centrally located expendable plant
4. all of these

Answer: 4

Q. 41 Criteria for simplification, consists _____

1. declining absolute sales volume
2. decreasing market share
3. sales volume decreasing as a percentage of the firm's is total sales
4. all of these

Answer: 4

Q. 42 Elements of marketing planning is _____

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

Answer: 4

Q. 43 Sales promotion includes _____

1. advertising
2. sales promotion & personnel selling
3. publicity
4. all of these

Answer: 4

Q. 44 marketing objectives covers _____

1. to develop and maintain product leadership
2. to win the loyalty and co-operation of dealers
3. to market at profit product of maximum value to consumer both current and potential.
4. all of these

Answer: 4

Q. 45 The communication model provides a very useful framework for understanding _____

1. Promotion
2. Publicity
3. Planning
4. None of these

Answer: 3

Q. 46 Which of the following statement is true?

1. Promotion objectives should be set before message content, layout and delivery decision are made.
2. Advertising is particularly difficult to evaluate because it include, so many different types of delivery vehicles.

3. The promotion program is designed to support the marketing plan in the desired way, and the cost of the promotion program is set by the budget required to implement the marketing plan.
4. All of these

Answer: 4

Q. 47 promotion media are the various vehicles that corporation can use to carry their promotional message to

1. Audiences
2. Managers
3. Owners
4. None of these

Answer: 1

Q. 48 Promotion program involves _____

1. competition
2. market share
3. market penetration
4. All of above

Answer: 4

Q. 49 Which of the following is Pricing objectives?

1. competition
2. market share
3. market penetration
4. all of these

Answer: 4

Q. 50 Pricing objectives consists _____

1. skim the cream
2. targeted rate of return
3. price stabilisation
4. all of these

Answer: 4

Q. 51 pricing objectives is combination of _____

1. Profit maximisation
2. cash recovery
3. product line promotion
4. all of these

Answer: 4

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