



Multiple Choice Questions for Marketing Aptitude Part 5

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Q.70 Advertising process involves _____

1. target audience
2. media strategy
3. media use plan
4. research
5. all

Answer: 5

Q.71 Cost data are need to make decisions such as ____

1. pricing
2. volume
3. make or by
4. replacement
5. all

Answer: 5

Q.72 Cost is_____

1. a foregoing or sacrifice
2. measured in monetary terms
3. incurred or potentially to be incurred
4. to achieve a specific purpose
5. all of these

Answer: 5

Q.73 Expired cost, the monetary value of the resources that have a already been used in_____

1. Producing cost

2. Producing revenue
3. Producing unit
4. Goods
5. None

Answer: 2

Q.74 When costs are accumulated for an organizational unit or department, it is called_____

1. A cost centre
2. A cost benefit
3. cost of production
4. unit
5. none of these

Answer: 1

Q.75 ____ costs are those cost items which cannot be traced or identified directly with a cost object.

1. direct costs
2. fixed costs
3. indirect costs
4. full costs
5. total costs

Answer: 3

Q. 76 The sum of direct materials cost, direct labour cost and factory overhead is called_____

1. full cost
2. factory cost
3. total factory cost
4. all of these
5. none

Answer: 4

Q.77 ____ costs are those cost items which can be traced logically and conveniently, in their entirety, to a cost object.

1. direct costs
2. indirect costs
3. fixed costs
4. make cost
5. none

Answer: 1

Q.78 The sum of direct materials and direct labour costs is called

1. prime cost
2. factory cost
3. overhead cost
4. value of stock
5. full cost

Answer: 1

Q.79 When products have been manufactured and are on saleable condition, the selling function_____

1. starts
2. drop
3. reduced
4. increased
5. none

Answer: 1

Q.80 ____ costs are those costs which are incurred to perform the marketing functions.

1. distribution costs
2. full costs
3. sale of goods
4. total cost

5. transfer cost

Answer: 1

Q.81 Order-getting costs are incurred to affect _____

1. sales of product
2. cost of product
3. distribution cost
4. transfer cost

Answer: 1

Q.82 When total cost changes in direct proportion to changes in volume, it is called a _____

1. variable cost
2. fixed cost
3. full cost
4. total cost
5. sunk cost

Answer: 3

Q.83 When fixed cost remains non-variable to changes in volume, it is called a _____

1. variable cost
2. full cost
3. fixed cost
4. transfer cost

Answer: 3

Q.84 Distribution costs are also called _____

1. marketing costs
2. selling costs
3. full costs
4. (1) & (2) are both

Answer: 4

Q.85 Those cost items which attach or cling to units of finished goods are called_____

1. product costs
2. full costs
3. fixed costs
4. variable costs
5. none of these

Answer: 1

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