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Multiple Choice Questions for Marketing Aptitude Part 6

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Q. 86 Variable costs vary in a proportionate and paralleled manner with_____

1. volume
2. time
3. quality
4. fashion
5. factory
6. none

Answer: 1

Q. 87 Fixed cost remain at the same level irrespective of change in_____

1. volume
2. cost
3. quality
4. fashion
5. centres

Answer: 1

Q. 88 The contribution approach to pricing is based on the incremental_____

1. cost principle
2. cost systems
3. cost force
4. market force

Answer: 1

Q. 89 The net profit will be maximised when_____

1. contribution is minimised
2. contribution is maximised
3. fixed is increased
4. fixed cost remains same
5. none of these

Answer: 1

Q. 90 Decision-making is a future oriented activity. It involves forecasting and planning. The function of decision-making is to choose alternatives for the_____

1. future
2. present
3. profit
4. loss
5. none of these

Answer: 1

Q. 91 If fixed cost are expected to remain unaltered, that would be irrelevant in pricing special order.

1. uncontrollable
2. controllable
3. flexible
4. variable
5. all of these

Answer: 1

Q. 92 Fixed costs, in the short run, are _____, therefore, they are irrelevant in pricing special orde.

1. uncontrollable
2. controllable
3. flexible
4. variable
5. all of these

Answer: 1

Q. 93 Direct distribution system involves _____

1. own sales
2. own salesman
3. mail order
4. all of these

Answer: 4

Q. 94 “Wholesalers sells to retailers or other merchants and or industrial, institutional and commercial users but they do not sell in significant to ultimate consumers” . This statement refer by_____

1. American Marketing Association
2. William J. Stanton
3. Cundiff and Still
4. None of these

Answer: 1

Q. 95 product lines covers_____

1. general retailer
2. one price retailer
3. departmental stores
4. all of these

Answer: 4

Q. 96 Retailing middlemen on the basis of ownership covers_____

1. independent stores
2. corporate chain stores
3. contract chains
4. all of these

Answer: 4

Q. 97 Which one of the formula may be use for cost of service in case physical distribution?

1. Total freight cost of proposed system + Total fixed warehouse cost of proposal system + Total variable warehouse cost of proposed system + total cost of lost sales due to average delivery delay under proposed system.
2. total freight cost proposed system
3. Total fixed warehouse cost of proposed system
4. None of these

Answer: 1

Q. 98 Which factors determines the building up of a sales organisation?

1. Traditions and customs
2. Organisational policy of the management
3. size of the unit
4. all of these

Answer: 4

Q. 99 Which of the following decision areas includes in management of physical distribution?

1. size of inventory
2. warehousing
3. transportation
4. materials handling
5. size of the order
6. all the above

Answer: 6

Q. 100 Field organisation of sales department involves

1. Head office type organisation
2. Branch office type organisation
3. Divisional and branch office type organisation
4. Divisional and branch office and crew type organisation
5. all of these

Answer: 5

Q. 101 Form of sales organisation consists_____

1. line type sales organisation
2. line and staff type sales organisation
3. functional type sales organisation
4. committee type sales organisation
5. all of these

Answer: 5

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