

C 82378-A

(Pages : 4)

Name.....

Reg. No.....

SECOND SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, APRIL 2020

(CBCSS—UG)

B.Com.

BCM 2C 02—MARKETING MANAGEMENT

(2019 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

Total No. of Questions : 20

Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BCM 2C 02—MARKETING MANAGEMENT
(Multiple Choice Questions for SDE Candidates)

1. The group of elements price, product, promotion and place constitute :
 - (A) Market mix.
 - (B) Marketing mix.
 - (C) Product mix.
 - (D) Promotion mix.
2. An oil marketing company in its ad asks consumers to save oil. It is engaged in :
 - (A) Maintenance marketing.
 - (B) Remarketing.
 - (C) Developmental marketing.
 - (D) Demarketing.
3. Product that consumers buy regularly with little effort are called :
 - (A) Shopping product.
 - (B) Convenience products.
 - (C) Impulse products.
 - (D) Consumer products.
4. Product that have special features for which buyers make special efforts to buy are called :
 - (A) Shopping products.
 - (B) Emergency products.
 - (C) Specialty product.
 - (D) None of these.
5. The stage in the PLC when sales growth is slow is called :
 - (A) Maturity.
 - (B) Growth.
 - (C) Product development.
 - (D) Introduction.
6. Which of the following is not a stage in the new product development ?
 - (A) Generating product ideas.
 - (B) Screening ideas.
 - (C) Grading.
 - (D) Market testing.
7. A price reduction to buyers who pay their bills promptly is called :
 - (A) Trade discount.
 - (B) Cash discount.
 - (C) Seasonal discount.
 - (D) Quantity discount.

8. Which of the following is not a form of direct marketing ?
- (A) Catalogue marketing. (B) Telemarketing.
(C) Personal selling. (D) Direct mail.
9. The concept of UPS was introduced by :
- (A) Theodore Levitt. (B) N.H. Borden.
(C) Rosser Reeves. (D) None of them.
10. The process of direct communication between the sales person and a prospect is called :
- (A) Direct marketing. (B) Personal selling.
(C) Advertising. (D) None of these.
11. Which of the following is not a risk in internet based transaction ?
- (A) Eavesdropping. (B) Spoofing.
(C) Encryption. (D) Unauthorized action.
12. Targeting affluent customers with luxurious goods is an example of :
- (A) Geographic segmentation. (B) Income segmentation.
(C) Psychographic segmentation. (D) Behavioral segmentation.
13. The customer market division done on the basis of 'compulsive, ambitious and outgoing customers' classified as :
- (A) Geographic segmentation. (B) Demographic segmentation.
(C) Psychographic segmentation. (D) Behavioral segmentation.
14. The third step in personal selling process after completion of pre-approach step is to :
- (A) Prospecting and qualifying. (B) Handling objections.
(C) Approach. (D) Presentation and demonstration.
15. The new product pricing strategy through which the companies set lower prices to gain large market share is classified as :
- (A) Optional product pricing. (B) Skimming pricing.
(C) Penetration pricing. (D) Captive product pricing.

16. The pricing strategy in which company divides location into different sectors and charge same price for each sector is classified as :
- (A) Freight on board origin pricing. (B) Zone pricing.
(C) Basing point pricing. (D) Uniform delivered pricing.
17. In PLC stages, the stage in which sales and profits declines is called :
- (A) Decline stage. (B) Less improved stage.
(C) Product maturity stage. (D) Non-innovative stage.
18. The stage of product life cycle in which the product has achieved acceptance from its potential buyers is called :
- (A) Maturity stage. (B) Productive stage.
(C) Improved market stage. (D) Profit achieved stage.
19. If the company B sell its products through retailers and wholesalers then the channel used by company B is classified as :
- (A) Direct channel. (B) Indirect channel.
(C) Flexible channel. (D) Static channel.
20. The vertical marketing system in which different stages of production and distribution co-ordinates through capacity of one of parties is classified as :
- (A) Full time VMS. (B) Contractual VMS.
(C) Administered VMS. (D) Corporate VMS.

