

Anekant Education Society's
TULJARAM CHATURCHAND COLLEGE OF ARTS, SCIENCE AND COMMERCE
(AUTONOMOUS)

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FY B. VOC: E-COMMERCE & DIGITAL MARKETING

SUBJECT CODE: ECDM 201

SUBJECT NAME: BASICS OF MARKETING

QUESTION BANK

❖ **Choose the correct alternative.**

- 1) A..... is one of many varieties of systems, institutions, procedures, social relations where parties engage in exchange.
 - a) Marketing
 - b) Market
 - c) Selling
 - d) Buying

- 2) Is a network in which buyers and sellers interact to exchange goods or services for money.
 - a) Marketing
 - b) Market
 - c) Selling
 - d) Buying

- 3)is a market characterized by a large number of firms so small relative to the overall size of the market.
 - a) Perfect competition
 - b) Monopolistic competition
 - c) Oligopoly
 - d) Monopoly

- 4) A occurs when one company controls the market for an item.
- a) Perfect competition
 - b) Monopolistic competition
 - c) Oligopoly
 - d) Monopoly
- 5) are all organizations that buy goods and services for use in the manufacture of products, or for the purpose resold to another party.
- a) Consumer markets
 - b) Business markets
 - c) Global markets
 - d) Governmental markets
- 6) are also known as Non-Profit markets.
- a) Consumer markets
 - b) Business markets
 - c) Global markets
 - d) Governmental markets
- 7) Such as government agencies, universities, charitable organizations.
- a) Consumer markets
 - b) Non-Profit Organization
 - c) Business markets
 - d) Global markets
- 8) 99 acres.com, yatra.com, shadi.com are the examples of?
- a) Market places
 - b) Market spaces
 - c) Meta-market
 - d) Global markets
- 9) is the process of communication of value of a product or services to customer.
- a) Marketing
 - b) Market
 - c) Selling
 - d) Buying

10) According to..... “Marketing is the total system of business activities designed to plan, price, promote and distribute products”.

- a) (AMA) Board of directors
- b) J.F. Pyle
- c) William Stanton
- d) Philip Kotler

11) “..... is the delivery of standard of living to society”.

- a) Marketing
- b) Assembling
- c) Selling
- d) Buying

12) Which are the functions of marketing?

- a) Market places, Market spaces, Meta-market, Global markets
- b) Assembling, Selling, Buying transportation, storage, finance, packaging, branding.
- c) Consumer markets, Non-Profit Organization, Business markets, Global markets
- d) Perfect competition, Monopolistic competition, Oligopoly, Monopoly

13) Need, want, demand, exchange, customer values, transactions, customer satisfaction & delight are the of the marketing.

- a) Functions
- b) Types
- c) Core concepts
- d) Attributes

14) Holistic marketing does not include?

- a) Internal marketing
- b) Integrated marketing
- c) Short timescale
- d) Relationship marketing

15) Is one of the part of marketing.

- a) Branding
- b) Assembling
- c) Selling
- d) Buying

16) views the customer as the last link in the business.

- a) Branding
- b) Assembling
- c) Selling
- d) Buying

17) is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market.

- a) Marketing mix
- b) Market mix
- c) Selling mix
- d) Buying mix

18) Marketing mix not including.....

- a) Product
- b) Price
- c) Possession
- d) Promotion

19) Extended / Services P's not including.....

- a) People
- b) Promotion
- c) Process
- d) Physical evidence

20) Is the most tangible and important single component of the marketing.

- a) People
- b) Promotion
- c) Product
- d) Physical evidence

21) A core component, physical attributes, utilities, brand names, packaging are the attributes of→

- a) Product mix
- b) Price mix
- c) Place mix
- d) Promotion mix

22) is the only variable factor determines the revenue or income.

- a) Product mix
- b) Price mix
- c) Place mix
- d) Promotion mix

23) Sale volume, profit margins, rate on return on investment and trade margins are the variables are influenced on

- a) Product decision
- b) Price decision
- c) Place decision
- d) Promotion decision

24) Source of selling, inventory control, storage facility and transportation are related with→

- a) Product decision
- b) Price decision
- c) Place decision
- d) Promotion decision

25) Is the process of marketing communication to inform, persuade, remind and influence consumers in devour of your product or services.

- a) Product mix
- b) Price mix
- c) Place mix
- d) Promotion mix

26) A most conducive atmosphere to attract more customers with realizing marketing objectives.

- a) Physical distribution
- b) Promotion
- c) Process
- d) Physical evidence

27) Which of the following would be considered a major element of the promotional mix?

- a) Marketing research and reporting
- b) Personal selling
- c) Product design
- d) Negotiating a distribution channel

28) Which of the following is not included in 7Ps marketing mix?

- a) People
- b) Promotion
- c) Planning
- d) Physical evidence

29) can be seen as the development, design, and implementation of marketing program, processes, and activities that recognizes the breadth and interdependencies of their effects.

- a) Niche marketing
- b) Holistic marketing
- c) Relationship marketing
- d) Supply chain marketing.

30) Consumer's likes, dislikes, attitudes, behavior, needs and reactions plays an important role in.....

- a) Consumer behavior
- b) Customer satisfaction
- c) Customer delight
- d) Customer values

31) The study includes within its purview, the interplay between cognition, affect and behavior that goes on within a consumer during the consumption process: selecting, using and disposing of goods and services is called as.....

- a) Consumer behavior
- b) Customer satisfaction
- c) Customer delight
- d) Customer values

32) “..... is the process whereby individuals decide whether, what, when, where, how and from whom to purchase goods and services”.

- a) Product mix
- b) Holistic marketing orientation
- c) Marketing mix
- d) Consumer behavior

33) is the king of market.

- a) Competitors
- b) Customer
- c) Supplier
- d) Manufacturer

34) Need for studying consumer buying behavior includes→

- a) Buyers reaction
- b) Factors responsible behind buying decision
- c) Culture and social class
- d) All the above.

35) In consumer buying behavior Cultural factors does not include→

- a) Sub-cultural
- b) Social class
- c) Both the above.
- d) Age and stages in life cycle.

36) In consumer buying behavior Social factors includes→

- a) Reference groups
- b) family
- c) roles and status
- d) All the above.

37) In consumer buying behavior personal factors include→

- a) Age and stages in life cycle
- b) Occupation and Economic circumstances
- c) Life style and personality
- d) All the above.

38) In consumer buying behavior Psychological factors include→

- a) Motivation
- b) Perception
- c) Learning, beliefs and attitudes
- d) All the above.

39) A person, who first suggests or thinks of the idea of buying the particular product is called as.....

- a) Influencer
- b) Gatekeeper
- c) Initiator
- d) Buyer

40) A person, who allows certain information to flow and restricts the flow of some set of information is called as.....

- a) Influencer
- b) Gatekeeper
- c) User
- d) Buyer

41) The is the person who actually purchase products or services.

- a) Influencer
- b) Gatekeeper
- c) Initiator
- d) Buyer

42) The Is the person who converts the product to usable form for consumption.

- a) Influencer
- b) Preparer
- c) Initiator
- d) Buyer

43) Member who services or repairs the products so that it will provide satisfaction is a maintainer.

- a) Influencer
- b) Gatekeeper
- c) Maintainer
- d) Buyer

44) The is a person, who ultimately determines any part of whole of the buying decision.

- a) Influencer
- b) Gatekeeper
- c) Initiator
- d) Decider

45) How many steps are involved in buying decision process?

- a) 2
- b) 6
- c) 5
- d) 3

46) Consumers begin with a search for information, followed by evaluation of alternatives and a purchase decision.

- a) Buying behavior process
- b) Buyer decision process
- c) Marketing mix process
- d) Marketing process

47) In Buying there is an influence of formal organization structure on buying process.

- a) Individual
- b) Organizational
- c) Group
- d) Team

48) In Buying, we have no formalities to be performed in the actual buying.

- a) Individual
- b) Organizational
- c) Group
- d) Team

49) refers to the buying behavior of final consumers.

- a) Target market buying
- b) Market segment buying
- c) Consumer buyer behavior
- d) Business buying behavior

50) Consumer purchases are influenced strongly by cultural, social, personal and..... characteristics.

- a) Psychographic
- b) Psychological
- c) Psychometric
- d) Supply and demand

51) is the most basic cause of a person's wants and behaviors.

- a) Culture
- b) Social class
- c) Personality
- d) Lifestyle

52) Which of the following is not one of the five stages of the buyer decision process?

- a) Need recognition
- b) Brand identification
- c) Information search
- d) Purchase decision

53)..... is the most of basic influences on an individuals needs, wants and behavior.

- a) Brand
- b) Culture
- c) Product
- d) Price

54) can influence to consumers' thoughts about products.

- a) Marketing and popularity
- b) Advertising, sales promotions, salespeople, and publicity
- c) Sales promotion, popularity and marketing
- d) Billboards

55) The stage in the buyer decision process in which the consumer is aroused to search for more information called:

- a) Need recognition
- b) Evaluation of alternatives
- c) Information search
- d) Purchase decision

❖ **Short notes.**

- 1) Market & Marketing
- 2) Nature & Scope of marketing
- 3) Importance & Limitations of marketing
- 4) Differentiate between Marketing and selling
- 5) Holistic marketing
- 6) Marketing environment
- 7) Marketing information system
- 8) Micro environment
- 9) Macro environment
- 10) Consumer Markets
- 11) Demand forecasting
- 12) Buying decision
- 13) Business market analysis
- 14) Market segmentation
- 15) Market targeting

❖ **Short answers questions.**

- 1) What do you mean by term marketing? Explain nature and scope of marketing.
- 2) What do you mean by term marketing? Explain the importance of marketing.
- 3) Differentiate between selling and marketing.
- 4) Explain the term Holistic marketing in brief.
- 5) Write short a note on target marketing.
- 6) What do you mean by marketing environment?
- 7) What are the Components of modern marketing information system?
- 8) How can you analyze the Micro and Macro marketing environment?
- 9) What is Demand forecasting?
- 10) Explain need and techniques of demand forecasting.
- 11) What are the factors influencing consumer behavior?
- 12) Explain the buying decision process in detail.
- 13) What do you mean by Market Segmentation?
- 14) Describe the Bases for Market Segmentation.
- 15) Write short note on- Market Targeting Strategies.

❖ **Solve the following questions (Analytical & Case studies)**

- 1) 'Because the purpose of business is to create a customer, the business enterprise has two-and only two-basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs. Marketing is the distinguishing, unique function of the business.' Comment and Define Marketing. Explain the core concept of Marketing.
- 2) Consumer wants to purchase 'mobile handset'. Explain the various factors, which would affect the consumer buying behavior.
- 3) What type of decision process would you expect most consumers to follow in their purchase of 'Personal Computer'?
- 4) Analyze the steps involved in buying decision process for 'High definition television'.
- 5) Company 'BOOND' wants to launch flavored drinking water. As a marketing manager which factors you would consider that affect the consumer buying behavior.
- 6) "Xerox invented photocopying and for decades dominated the industry. But Xerox's harrowing experience provides a cautionary tale of what can happen when a company-even a dominant market leader-fails to adapt to its changing marketing environment." Comment. Explain various types of environmental forces and factors influencing marketing decisions.
- 7) Undertake the macro environmental analysis for any two of the following markets.
 - i) Mobile Handset
 - ii) Four wheeler
 - iii) Insurance
- 8) Name and describe the bases for segmentation that might be used in segmenting consumer markets. Which segmenting variable(s) do you think Pizza Hut is using?
- 9) A company is planning to launch a new brand of summer cool deodorant. How will you segment the market and Suggest a market targeting strategy for new brand.
- 10) ITC has recently forayed in FMCG segment and is offering various products. ITC is posing as a challenger for established players in FMCG sector. The company is offering range of product like Agarbatti, Soap, Aatta, Shampoo, analyses the product mix of the company.
- 11) Marketing orientation goes beyond selling". Critically examine the statement with an emphasis on marketing orientation & selling orientation.
- 12) Referring the concept of marketing mix, draw marketing mixes for the following - anyone.
 - i) A travel agency specializing in luxury holidays & their wealthy clients.
 - ii) General Insurance Company.
 - iii) Cold drink manufacturer.

- 13) Discuss the need of consumer behaviour study in current business scenario.
- 14) Compare “Desktop purchase behaviour” with respect to individual buying & industrial buying.
- 15) Describe the process you might go through to obtain the following products in terms of consumer buying behaviour (any one).
- i) Washing machine.
 - ii) A flat on rent.
 - iii) A movie ticket.
- 16) Why is it important for the organizations to have sound understanding of marketing environment? Discuss elements of micro-environment with appropriate examples.
- 17) Undertake the macro environmental analysis for any one of the following markets.
- i) The automobile market.
 - ii) The multiple retail grocery market.
 - iii) The airline industry
- 18) “Market segmentation is important for target of markets, and target markets are important for product positioning.” Elaborate the statement in the context of the following (any one).
- i) Health Club.
 - ii) Internet Banking.
 - iii) DTH Services.
- 19) Enlist & discuss which market segment bases might be most applicable with justification (any one).
- i) A fashion retailer segmenting for women’s wear.
 - ii) A commercial radio station specializing in dance music.
 - iii) A hotel like Marriot segmenting the down market.
- 20) What is ‘Product’? Elaborate various types of consumer goods & industrial goods in details with appropriate example.
- 21) Discuss the concept of product mix with the help of any one of the following.
- i) A company offering ayurvedic cosmetics.
 - ii) An apparel manufacturing company catering to the age group 1 yr. -14 yrs.
 - iii) A multi specialty hospital.
- 22) ‘Wal-Mart’s motto of “satisfaction guaranteed” is an example of the marketing concept. Whether the Wal-Mart employee is an accountant or a cashier, the customer is always first. As simple as the philosophy sounds, the concept is not very old in the evolution of marketing thought.’ Analyze the statement in contest of concept of Marketing.
- 23) What do you mean by a product? Classify consumer Products and Industrial products in detail.
- 24) Discuss various approaches of Marketing in detail. Also explain the difference between Marketing and Selling.

- 25) Discuss the 7P's of marketing mix with suitable examples.
- 26) What is consumer behavior? Explain the steps involved in the buying decision process with suitable examples.
- 27) What is market segmentation? Discuss various bases of segmentation with suitable examples.
- 28) Why does marketer need to scan Micro and Macro environment? Does it help in taking marketing decision? Justify your answer with suitable example.
- 29) Describe in detail the extended P'S of marketing mix.
- 30) Describe in detail 7 P'S of marketing mix.