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Maximum Weight : 5

**Section II**

[TO BE ATTACHED TO THE MAIN ANSWER-BOOK]

U.G. CBCSS INTERNAL EXAMINATION, MAY 2024

DO NOT WRITE YOUR REGISTER NUMBER OR NAME ANYWHERE IN SECTION II OF THE QUESTION PAPER

*Answer all questions.*

*All questions carry equal weight.*

*Put a tick mark [✓] in the column against the correct answer.*

1. The most formal definition of marketing is \_\_\_\_\_.

- (A) Meeting needs profitability.
- (B) Improving the quality of life for consumers.
- (C) The 4Ps.
- (D) An organizational function and a set of process for creating, communicating and delivering, value to customers and that benefit the organization.

2. Marketing is a \_\_\_\_\_ function of transferring goods from producers to consumers.

- (A) Systematic.
- (B) Economic.
- (C) Management.
- (D) Commercial.

3. The \_\_\_\_\_ function of marketing makes the products available in different geographic regions.

- (A) Production.
- (B) Selling.
- (C) Distribution.
- (D) Promotion.

**Turn over**





4. When organization in the same level of a channel works on a co-operative basis, it is known as ?

(A) VMS.  (B) SCM.

(C) Logistics.  (D) HMS.

5. In \_\_\_\_\_ manufacturers supply products to limited number of outlets in the target market.

(A) Selective distribution.  (B) Geographical distribution.

(C) Intensive distribution.  (D) Exclusive distribution.

6. Inside sales is known as \_\_\_\_\_.

(A) Direct marketing.  (B) Tele- marketing.

(C) Social marketing.  (D) Viral marketing.

7. \_\_\_\_\_ is the result of artificial scarcity of products created by a firm.

(A) Selective de-marketing.  (B) Re- marketing.

(C) Personal relationships.  (D) All of the above.

8. Tele-marketing is a part of \_\_\_\_\_.

(A) Direct marketing.  (B) Social marketing.

(C) Viral marketing.  (D) Relationship marketing.

9. \_\_\_\_\_ is a strategy designed to cultivate customer loyalty, interaction and long term association with the company.

(A) Virtual Marketing.  (B) Relationship Marketing.

(C) Social Marketing.  (D) De-Marketing.





10. Marketing evaluation and \_\_\_\_\_ process are necessary to understand the efficiency and effectiveness of marketing activities and how both could be improve.

- |                        |                          |                  |                          |
|------------------------|--------------------------|------------------|--------------------------|
| (A) Control.           | <input type="checkbox"/> | (B) Feedback.    | <input type="checkbox"/> |
| (C) Consumer behavior. | <input type="checkbox"/> | (D) Measurement. | <input type="checkbox"/> |

11. When a firm practices \_\_\_\_\_ concepts, all its activities are directed to satisfy the consumers ?

- |                |                          |                 |                          |
|----------------|--------------------------|-----------------|--------------------------|
| (A) Selling.   | <input type="checkbox"/> | (B) Production. | <input type="checkbox"/> |
| (C) Marketing. | <input type="checkbox"/> | (D) Societal.   | <input type="checkbox"/> |

12. Modern marketing begins and ends with \_\_\_\_\_.

- |               |                          |                |                          |
|---------------|--------------------------|----------------|--------------------------|
| (A) Business. | <input type="checkbox"/> | (B) Consumers. | <input type="checkbox"/> |
| (C) Economic. | <input type="checkbox"/> | (D) Company.   | <input type="checkbox"/> |

13. Which of the following is not included in the function of physical supply ?

- |                      |                          |                     |                          |
|----------------------|--------------------------|---------------------|--------------------------|
| (A) Standardization. | <input type="checkbox"/> | (B) Storage.        | <input type="checkbox"/> |
| (C) Packaging.       | <input type="checkbox"/> | (D) Transportation. | <input type="checkbox"/> |

14. Marketing is a \_\_\_\_\_ process.

- |                    |                          |                   |                          |
|--------------------|--------------------------|-------------------|--------------------------|
| (A) Goal oriented. | <input type="checkbox"/> | (B) Social.       | <input type="checkbox"/> |
| (C) Exchange.      | <input type="checkbox"/> | (D) All of these. | <input type="checkbox"/> |

15. Who has introduced the concept of market segmentation ?

- |                        |                          |                    |                          |
|------------------------|--------------------------|--------------------|--------------------------|
| (A) N. H. Borden.      | <input type="checkbox"/> | (B) Rosser.        | <input type="checkbox"/> |
| (C) Wendell .R. Smith. | <input type="checkbox"/> | (D) None of these. | <input type="checkbox"/> |

Turn over





16. Which of the following is not part of demographic segmentation ?

- (A) Age.  (B) Income.   
(C) Education.  (D) Interest.

17. The central theme or idea of an ad message is known as \_\_\_\_\_.

- (A) Ad themes.  (B) Ad copy.   
(C) Ad messages.  (D) None of these.

18. \_\_\_\_\_ is the oral presentation in a conversation with one or more prospective buyer for the purpose of making sales.

- (A) Advertising.  (B) Branding.   
(C) Personal selling.

19. In service marketing, apart from traditional four elements of marketing mix, there are three more elements, namely, people, process and \_\_\_\_\_.

- (A) Physical evidence.  (B) Publicity.   
(C) Packaging.  (D) All of the above.

20. Premium pricing is also termed as \_\_\_\_\_.

- (A) High pricing.  (B) Medium.   
(C) Low.  (D) None of these.

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No. of MCQs attempted

Weight Scored

(To be entered by the examiner)

No. of MCQs not attempted

**ATTACH SECTION II INTERNAL EXAMINATION MCQ PAPER WITH  
THE MAIN ANSWER-BOOK**

