

QB365 Question Bank Software Study Materials

Concept of Market and Marketer 35 Important 1 Marks Questions With Answers (Book Back and Creative)

12th Standard

Commerce

Total Marks : 35

Multiple Choice Question

35 x 1 = 35

- 1) One who promotes (or) Exchange of goods or services for money is called as____
 (a) Seller **(b) Marketer** (c) Customer (d) Manager
- 2) The marketer initially wants to know in the marketing is_____
 (a) Qualification of the customer (b) Quality of the product (c) Background of the customers
(d) Needs of the customers
- 3) The Spot market is classified on the basis of_____
 (a) Commodity **(b) Transaction** (c) Regulation (d) Time
- 4) Which one of the market deals in the purchase and sale of shares and debentures?
(a) Stock Exchange Market (b) Manufactured Goods Market (c) Local Market (d) Family Market
- 5) Stock Exchange Market is also called_____
 (a) Spot Market (b) Local Market **(c) Security Market** (d) National Market
- 6) The word market is derived from the latin word
 (a) Marks **(b) Marcatus** (c) Mars (d) Marcus
- 7) Which market is regulated and controlled by certain rules?
 (a) Commodity market **(b) Produce exchange market** (c) National market (d) World Market
- 8) Which type of market deals with the purchase or sale of gold and silver
 (a) Capital market (b) Commodity market **(c) Bullion market** (d) Perfect market
- 9) Which types of market where short term securities are exchanged?
 (a) Bullion markets (b) Manufactured goods market **(c) Money market** (d) Spot market

10)

LIST I		LIST II	
(i)	Family market	1)	Demand throughout the country
(ii)	Local market	2)	Boundaries of a nation
(iii)	National market	3)	Close members
(iv)	International market	4)	Town or village

- (a)

(I)	(II)	(III)	(IV)
1	2	3	4
- (b)

(I)	(II)	(III)	(IV)
4	3	1	2
- (c)

(I)	(II)	(III)	(IV)
2	3	1	4
- (d)

(I)	(II)	(III)	(IV)
3	4	1	2

11)

LIST I		LIST II	
(i)	Produce exchange market	1)	Purchase or sale of gold and silver
(ii)	Manufactured aoods market	2)	Financial intermediaries
(iii)	Bullion marke	3)	Leather exchange market
(iv)	Money market	4)	Cotton exchange market

(a)	(b)	(c)	(d)
(I)(II)(III)(IV)	(I)(II)(III)(IV)	(I)(II)(III)(IV)	(I)(II)(III)(IV)
1 2 3 4	4 3 1 2	2 3 1 4	3 4 2 1

12)

LIST I		LIST II	
i)	Foreign exchange market	1)	Physical delivery of goods
ii)	Stock market	2)	Settlement on different dates
iii)	Spot market	3)	Securities market
iv)	Future market	4)	International market

(a)	(b)	(c)	(d)
(I)(II)(III)(IV)	(I)(II)(III)(IV)	(I)(II)(III)(IV)	(I)(II)(III)(IV)
1 2 3 4	2 3 4 1	4 3 1 2	3 4 2 1

13) _____ provides short term and very short term finance to industries, banks and financial intermediaries.

- (a) **Money market** (b) Foreign exchange market (c) Regulated market (d) None of these

14) _____ is also known as securities market.

- (a) **Stock market** (b) National market (c) International market (d) Commodity market

15) _____ is the most valuable product that can be marketed today.

- (a) Persons (b) Places (c) **Information** (d) Ideas

16) Marketing refers to the _____

- (a) sale of product (b) goods distribution (c) goods and services are exchanged to each other (d) **all of these**

17) The role of marketing in modern organisation is _____ with marketing offers to lend a competitive edge and marketing tasks to match the demand and supply.

- (a) **integrative** (b) non-integrative (c) responding (d) all of these

18) _____ is a medium for place to interact and exchange goods and services

- (a) Commerce (b) Industry (c) Business (d) **Market**

19) Marketers often used the term _____ to cover various groupings of customers.

- (a) buying power (b) demographic segment (c) **market** (d) people

20) Markets are classified on the basis of Time _____.

- (a) Very short period (b) Short period (c) Long period (d) **All of these**

21) In which market where sales and purchase of shares, debentures, bonds occurs?

- (a) **Stock Exchange Market** (b) Money Market (c) Foreign Exchange Market (d) None of these

22) Bullion markets deals with _____ products.

- (a) Goods (b) **Gold and Silver** (c) Currency (d) Perishable

23) Village markets are _____.

- (a) Goat market (b) Horse market (c) Cattle market (d) **All of these**

24) _____ market is one where the buyers and sellers of goods are from different countries.

- (a) International Market (b) World Market (c) **Both A and B** (d) None of these

25) Perishable goods are _____.

- (a) Fruit (b) Fish (c) Vegetables (d) **All of these**

26) Participation of both the buyers and sellers belonging to a particular place is called _____.

(a) **Local Market** (b) National Market (c) World Market (d) All of these

27) In ___ Market, goods are supplied in bulk quantity to dealers/retailers.

(a) **Wholesale** (b) Retail (c) Primary (d) Secondary

28) Purchased from producer or wholesaler and sold to customers in small quantities by _____ market.

(a) **Retail** (b) Wholesale (c) Bullion (d) Village

29) _____ type of market where short term securities are exchanged.

(a) **Money Market** (b) Perfect Market (c) Imperfect Market (d) Regulated Market

30) **Match the following.**

(1) Innovator	(i) converts marketing opportunities
(2) Implementor	(ii) Feedback or vital inputs
(3) Integrator	(iii) Additional features to existing Product
(4) Instigator	(iv) opportunities emerging in the ever-changing market

(a)	(b)	(c)	(d)
A B C D	A B C D	A B C D	A B C D
iii iiv	i ii iiiiv	ii iiiiv	iiiii iv

31) Pick out the odd one.

(a) family market (b) local market (c) National market (d) **Very short market**

32) Pick out the odd one

(a) Money market (b) Foreign market (c) Stock market (d) **Spot market**

33) Which is not correctly Matched?

(a) Regulated market - Regulated by statutory measures (b) spot market - physical delivery of goods
 (c) International market - market in different countries (d) **Terminal market - primary goods traded**

34) Assertion (A): The Meeting place of buyers and sellers in an area is called Market.
 Reason (R): Market means a place where goods are bought or sold.

(a) **Both (A) and (R) are true and (R) is the correct explanation of (A)**
 (b) Both (A) and (R) are true but (R) is not the correct explanation of (A) (c) (A) is true, but (R) is false
 (d) (A) is false, but (R) is true

35) Bullion market classified on the basis of

(a) Geographical area (b) **Goods** (c) Time (d) Volume