

QB365 Question Bank Software Study Materials

Marketing and Marketing Mix 45 Important 1 Marks Questions With Answers (Book Back and Creative)

12th Standard

Commerce

Total Marks : 45

Multiple Choice Question

45 x 1 = 45

- 1) The initial stage of Marketing system is _____.
(a) Monopoly system (b) Exchange to Money **(c) Barter system** (d) Self producing
- 2) Who is supreme in the Market?
(a) Customer (b) Seller (c) Wholesaler (d) Retailer
- 3) In the following variables which one is not the variable of marketing mix?
(a) Place Variable (b) Product Variable **(c) Program Variable** (d) Price Variable
- 4) Marketing mix means a marketing program that is offered by a firm to its target _____ to earn profits through satisfaction of their wants.
(a) Wholesaler (b) Retailer **(c) Consumer** (d) Seller
- 5) Which one is the example of Intangible product?
(a) Education (b) Mobiles (c) Garments (d) Vehicles
- 6) Storage function of marketing create
(a) possession utility **(b) time utility** (c) form utility (d) place utility
- 7) Marketing helps to increase the
(a) individual income **(b) nation's income** (c) productivity (d) none of these
- 8) Which is the value of a product expressed in monetary terms?
(a) Product **(b) Price** (c) Promotion (d) Place
- 9) Marketing is a process which aims at
(a) Production (b) Profit making **(c) Satisfaction of customer needs** (d) Selling products
- 10) Anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need is called
(a) Demand (b) Price (c) Product (d) Service
- 11) This company is well known for Technology innovation, Great value and act as a game changer
(a) Nokia (b) HTC (c) Samsung **(d) Apple**
- 12) The promotion "P" of marketing is also known as
(a) Product differentiation (b) Distribution (c) Cost **(d) Marketing communication**
- 13) The concept of marketing mix was developed by
(a) N.H. Borden (b) Philip Kotler (c) Stanton (d) W. Anderson
- 14) Which one of the following is not element of marketing mix?
(a) Promotion (b) Place (c) Product **(d) None of these**

- 15) Warehousing removes the hindrances of
(a) Time (b) Place (c) Finance (d) Form
- 16) The warehouse which is providing storage services to retailers, wholesalers, stockists and also to general public is called
 (a) Private warehouses **(b) Public warehouses** (c) Bonded warehouses (d) Household warehouses

17)

LIST I		LIST II	
i)	Batter system	1)	Dominant factor
ii)	Production Orientation	2)	Large scale sales promotion
iii)	Sales orientation	3)	Consumer preferences
iv)	Marketing orientation	4)	Medium of exchange

- (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	2	1

- 18) _____ is a connecting link between the consumer and the producer
(a) Marketing (b) Business (c) Commerce (d) Industry

- 19) _____ described seven functions of marketing.
 (a) Adam smith (b) WJ stanton **(c) G.B. Giles** (d) Converse

- 20) Functions of marketing are classified into _____ types.
 (a) two **(b) three** (c) four (d) five

- 21) _____ refers to transfer of goods and services for money's worth.
 (a) Commerce (b) Industry **(c) Exchange** (d) Production

- 22) _____ means carrying of goods, materials and men from one place to another
(a) Transportation (b) storage (c) Warehousing (d) Insurance

- 23) _____ create time utility by storing the goods throughout the year.
 (a) Insurance **(b) Warehousing** (c) Transportation (d) Commerce

- 24) Development of a new product brings _____ utility
(a) form (b) place (c) time (d) possession

- 25) _____ means establishment of certain standards based on intrinsic qualities of a commodity.
 (a) Market information (b) Grading (c) Branding **(d) Standardization**

- 26) _____ means wrapping and crating of goods before distribution.
 (a) Branding **(b) Packing** (c) Grading (d) Pricing

- 27) _____ is perhaps the most important decision taken by a businessman
(a) Pricing (b) Packing (c) Branding (d) Grading

- 28) _____ is the main element of marketing.
 (a) Price **(b) Product** (c) Place (d) Promotion

- 29) _____ is the amount charged for the product.
 (a) Place (b) Promotion (c) Product **(d) Price**

- 30) _____ is the act of obtaining a desired object from someone by offering something in

(a) Selling (b) **Exchange** (c) Delivery (d) None of these

31) _____ is the acquisition of goods and services by the seller or industrial user for the purpose of resale.

(a) Selling (b) **Assembling** (c) Buying (d) Transportation

32) _____ is defined as a social and managerial process by which individuals and organizations obtain what they need and want through value creation and exchange.

(a) Selling (b) Advertising (c) **Marketing** (d) Bartering

33) _____ is the father of modern marketing.

(a) Peter Drucker (b) **Philip Kotler** (c) Stanton (d) Abraham

34) The warehousing holds goods as a _____ center.

(a) **distribution** (b) production (c) sales (d) all the above.

35) _____ warehouses are licensed by the government and are permitted to accept the goods on bond.

(a) Private (b) Public (c) **Bonded** (d) Household

36) Types of warehouses are used for storage of goods are _____.

(a) Public ware houses (b) Privated ware houses (c) Bonded ware houses (d) **All of these**

37) Financing can be classified into _____.

(a) Long-term finance (b) Medium-term finance (c) Short-term finance (d) **All of these**

38) Packing protects you good from _____.

(a) Breakage (b) Leakage (c) Spoilage (d) **All of these**

39) Risk are of _____ types.

(a) Time risk (b) Place risk (c) Political risk (d) **All of these**

40) Pick odd one out.

(a) Internet (b) Television (c) Magazine (d) **Promotion**

41) Which of the following elements which one is related marketing mix?

(a) **Place** (b) Production (c) Consumption (d) Trade

42) Match the following.

(I) Promotion	(i) Special features
(2) Advertising	(ii) Name or symbol
(3) Branding	(iii) Consumption at right time
(4) Place	(iv) Internet, Radio

(a)	(b)	(c)	(d)
AB CD	ABC D	ABC D	AB CD
i iv iii ii	i ii iii iv	ivi iiiii	i iiiii iv

43) Pick out the odd one.

(a) Internet (b) Television (c) Radio (d) **Product**

44) Which is not correctly Matched?

(a) Transport - Carrying of goods (b) Standardization - Intrinsic quality of a commodity
(c) Grading - Classification of standardized product (d) **Product - Value of product**

45) Assertion (A): Warehouses create time utility by storing the goods throughout the year and releasing them as and when they are needed.

Reason (R): Several types of warehouses are used for storage of goods.

(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