

# QB365 Question Bank Software Study Materials

## Recent Trends in Marketing 40 Important 1 Marks Questions With Answers (Book Back and Creative)

12th Standard

Commerce

Total Marks : 40

### Multiple Choice Question

40 x 1 = 40

- 1) Selling goods/ services through internet is \_\_\_\_\_.  
(a) Green marketing    **(b) E- business**    (c) Social marketing    (d) Meta marketing
- 2) Which is gateway to internet?  
(a) Portal    (b) CPU    **(c) Modem**    (d) Webnaire
- 3) Social marketing deals with:  
(a) Society    **(b) Social Class**    (c) Social change    (d) Social evil
- 4) Effective use of Social media marketing increase conversion rates of \_\_\_\_\_.  
**(a) Customer to buyers**    (b) Retailer to customers    (c) One buyer to another buyer's    (d) Direct contact of marketer
- 5) Pure play retailers are called  
(a) Market creators    **(b) Transaction brokers**    (c) Merchants    (d) Agents
- 6) Which one represents a cluster of manufactures, content providers and online retailers organised around an activity?  
(a) Virtual mall    (b) Association    **(c) Metomediary**    (d) Portal
- 7) A company's products and prices is visually represented by  
(a) Shopping cart    (b) Web portal    **(c) Electronic catalogue**    (d) Revenue model
- 8) Green Shelter concept was introduced by group:  
**(a) ACME**    (b) Tata    (c) Reliance    (d) ICI
- 9) The boundaries of nations are disappearing for exploiting the opportunities of  
**(a) business**    (b) industry    (c) commerce    (d) accounts
- 10) All the business transaction carried out through internet and other online tools is called  
**(a) E-Tailing**    (b) E-Marketing    (c) E-Business    (d) E-Commerce
- 11) E-tailing is also called  
(a) Online business    **(b) Online trading**    (c) Green marketing    (d) None of these
- 12) Green marketing is also known as  
(a) Environmental Marketing    (b) Ecological Marketing    (c) Sustainable Marketing    **(d) All the above**
- 13) The multilevel marketing is also called as  
(a) Electronic marketing    (b) Green marketing    **(c) Referral marketing**    (d) None of these
- 14) Which of the following describes e-commerce?  
(a) Doing business electronically    (b) Doing business    (c) Sale of goods    **(d) All of the above**
- 15) Green marketing is a part of

- (a) Social marketing (b) Service marketing **(c) Relationship marketing** (d) Rural marketing

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LIST I		LIST II	
i) E-commerce		1) Telecommunication network	
ii) E-business		2) More manpower	
iii) E-marketing		3) Online tool	
iv) Traditional Marketing		4) Branch of commerce	

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

17)

LIST I		LIST II	
(i) E-tailing		1) Quality of life	
(ii) Green marketing		2) Movement of rural products	
(iii) Social marketing		3) Environmental marketing	
(iv) Rural marketing		4) Online retailing	

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

18)

LIST I		LIST II	
(i) Service Marketing		1) STAR Sport	
(ii) Commodity Exchange		2) Facebook, Twitter	
(iii) Niche marketin		3) Copper and gol	

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

- 19) \_\_\_\_\_ is well known that business is a branch of commerce
- (a) E-commerce** (b) E-business (c) E-marketing (d) E-tailing

- 20) \_\_\_\_\_ is a business to consumer transaction model.
- (a) E-Tailing** (b) Green marketing (c) Electronic commerce (d) Traditional marketing

- 21) \_\_\_\_\_ implies marketing environmentally friendly products.
- (a) Ambush marketing (b) Referral marketing **(c) Green marketing** (d) Online trading

- 22) \_\_\_\_\_ is a new marketing tool.
- (a) Social marketing** (b) Service marketing (c) Rural marketing (d) Environmental marketing

- 23) \_\_\_\_\_ helps to eradicate social evils that affect the society and quality of life
- (a) Service marketing **(b) Social marketing** (c) Niche marketing (d) Viral marketing

- 24) \_\_\_\_\_ is a specialised branch of marketing.
- (a) E-marketing (b) E-Tailing (c) Social marketing **(d) Service marketing**

- 25) \_\_\_\_\_ is a method of building brands in convert way.
- (a) Ambush marketing** (b) Guerrilla marketing (c) Multilevel marketing (d) None of these

- 26) \_\_\_\_\_ is suited to small companies
- (a) Multilevel marketing **(b) Guerrilla marketing** (c) Social marketing (d) Service marketing

- 27) \_\_\_\_\_ are networks that connect people within a company to each other and to the company network.

- (a) **Intranets** (b) Extranets (c) Internets (d) None of these
- 28) The type of website that engages consumers in interactions that will move them closer to a direct purchase is known as a\_\_\_\_\_
- (a) customer service (b) **interactive** (c) corporate (d) marketing
- 29) \_\_\_\_\_ marketing is said to be the art of communicating with customers and prospects without selling.
- (a) **Content** (b) Referral (c) Niche (d) Green
- 30) Commodity exchanges goods are \_\_\_\_\_.
- (a) Crude oil (b) Natural gas (c) Copper (d) **All the above**
- 31) \_\_\_\_\_ marketing denotes a strategy of directing all marketing effects towards one well defined segment of the population.
- (a) **Niche** (b) Viral (c) Service (d) Rural
- 32) Service Marketing art goods are \_\_\_\_\_.
- (a) Telecommunication (b) Banking (c) Insurance (d) **All the above**
- 33) \_\_\_\_\_ is a new marketing tool.
- (a) **Social Marketing** (b) Service Marketing (c) Rural Marketing (d) Niche Marketing
- 34) Pick out the odd one.
- (a) Internet (b) Intranet (c) Exchanges (d) **Salesman**
- 35) Select odd one out.
- (a) Electronic marketing (b) Online marketing (c) Web marketing (d) **Traditional marketing**
- 36) \_\_\_\_\_ Marketing technique impels the users to pass on marketing message to other users.
- (a) **Viral** (b) Niche (c) Rural (d) Service
- 37) Which is not correctly Matched?
- (a) Viral Marketing - Pass on Marketing Message (b) Service Marketing -Telecommunication  
(c) Green Marketing - Environmental Marketing (d) **Content Marketing - Selling to consumer Personally**
- 38) Pick out the odd one.
- (a) Insurance (b) Banking (c) Tele communication (d) **Internet**
- 39) Pick out the odd one.
- (a) Crude oil (b) Natural gas (c) Copper (d) **Stock**
- 40) "what is a man if he is not a thief who openly charges as much as he can for the goods he sells ?"
- (a) Ralph Nader (b) Mahatma Gandhi (c) Rahul Gandhi (d) **Javagal Neru**