

MARUTHI SCHOOL OF BANKING (MSB)
SPECIALIST OFFICERS MARKETING (2017)

1. Which concept of marketing is product oriented?
 1. old concept of marketing
 2. modern concept of marketing
 3. entity concept of business
 4. all of these
2. Which concept of marketing is based on 'customer satisfaction' keypoint?
 1. modern concept of marketing
 2. old concept of marketing
 3. entity concept of business
 4. all of these
3. Marketing refers to the ——
 1. sale of product
 2. goods and services are exchanged to each other
 3. goods distribution
 4. all of these
4. Marketing mix consists ——
 1. production recognition
 2. Price structure
 3. Distribution planning
 4. All of these
5. Which of the following is not factors of the demand variable, according to Phillip Kotler?
 1. customer variable
 2. competition variable
 3. environment variable
 4. all of these
6. The physical distribution involves which activities?
 1. Sales force costing
 2. Retail warehousing
 3. Customer service
 4. All of these
7. Marketing mix involves ——
 1. product mix
 2. promotional mix
 3. service mix
 4. all of these
8. Sub-division marketing is called as ——
 1. market segmentation
 2. only segmentation
 3. decision of market
 4. allocation of marketing
9. Which of the following is the function of marketing as a managerial?
 1. understanding consumer needs
 2. environmental scanning and market opportunity analysis
 3. development of a competitive marketing plan and strategy such that an organisation is able to satisfy not only the consumers needs but also achieve its own objectives
 4. all of these
10. The concept of marketing mix involves a deliberate and careful choice of organisation, product, price promotion and place strategies and
 1. policies
 2. Concept
 3. planning
 4. all of these
11. Which one of the following is not element of marketing mix?
 1. promotion
 2. Place
 3. product
 4. none of these
12. 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.
 1. integrative
 2. non-integrative
 3. responding
 4. all of these
13. Socio – Economic Forces consists ——
 1. customer
 2. competition
 3. substitutes
 4. all of these
14. Which of the following activities involves under physical distribution?
 1. Outward transportation
 2. Packaging
 3. Distribution planning
 4. All of these
15. Which of the following statement is true?
 1. Environmental analysis and diagnosis involve understanding the five forces, namely socio-economic, competition, technology, government policies and supplies
 2. Understanding the socio-economic, forces is important as they determine the demand for a product or service at any given time. This involves an analysis of structural changes in the population and economic change in the society.
 3. Technology factor involves understanding technological change affecting the firm's products, process and systems and its capacity to respond faster to the customer. The technological development in the industry creates an opportunity for a marketer to develop new products the consumer also tends to benefit from these developments.
 4. all of these
16. Service value is the assistance customer seek in purchasing a product?
 1. Service
 2. Value
 3. Facilities
 4. All
17. Buying situations may be caused by ——

1. awareness about competing brands in a product group.
 2. customer has a decision criteria
 3. customer is able to evaluate and decide on his choice
 4. all of these
18. Sources of verbal information include ——
1. Radio and Television Reports
 2. Customers and Consultants
 3. Financial Institutions
 4. All of these
19. Which of the following steps are not involved in the environmental scanning (Scenario Building) technique?
1. analysis of the decision
 2. identification of key decision factors
 3. analysis of each of the key variable separately
 4. All of these
20. Which of the following is not motivation models?
1. Economic model
 2. Learning model
 3. Psycho-analytic model
 4. Organisational model
 5. all of these
21. Which of the following is Marketing oriental?
1. Broad product line
 2. Consumer consideration dominate
 3. Decentralised
 4. All the above
22. Marketing orientation is combination of ——
1. flexibility in production
 2. style and appearance prime consideration
 3. controller
 4. all the above
23. Production oriented involves ——
1. production less flexible
 2. performance & applications prime consideration
 3. technical research
 4. all the above
24. “All communication are action oriented” This statement is true ——
1. Yes
 2. No
 3. Can't say
 4. Perhaps
25. Personal channel consists ——
1. expert
 2. Advocate
 3. social
 4. all of these
26. The effectiveness of marketing communication has to be measured on
1. Cognitive levels
 2. Connative levels
 3. Behavioural levels
 4. All the above
27. “Motivation research is the currently popular term used to describe the application of psychiatric psychological techniques to obtain a better understanding of why peoplerepond as they do to products, advertisements and various other marketing situations”. Who gave this statement?
1. Lawrence C. Lockley
 2. William J. Stanton
 3. Manson and Rath
 4. All of these
28. Which of the following is elements of marketing planning?
1. Marketing Planning is managerial function
 2. It envisages determination of the future course of marketing action
 3. it involves an analysis of part events and pronexion of future events
 4. all the above
29. Sales forecasting is a method of estimating —— volume that a company can expect to attain within plan period.
1. sales
 2. Purchases
 3. product
 4. product or service
30. A good control system should active correct action no sooner —— occur.
1. deviations
 2. Flexible
 3. controllable
 4. none of these
31. Marketing orientation consists ——
1. External influences dominate objectives
 2. Market Research
 3. Emphasis on market price rather than cost
 4. All of these
32. Which of the following is production oriented?
1. company consideration dominate
 2. narrow product line
 3. centralised
 4. all of these
33. Which techniques may be used for studying buyer behaviour ?
1. Projective techniques
 2. Interview techniques
 3. Questionnaire technique
 4. Experience & knowledge technique
 5. All of these
34. “Marketing concept is the recognition on the part of management that all business decisions of the firm must be made in the light of customer needs and wants, hence, that all marketing activities must be under one supervision and that all activities of a firm must be co-ordinated at the top, in the light of market requirements” Who refers it?
1. Lazo and Carbon
 2. C.P. Mc Namara

3. R.L. King 4. All the above

35. Projective techniques consists —

1. Thematic apperception test
2. Sentence completion test
3. Cartoon test
4. Word association test
5. All of these

36. Which of the following statement is true?

1. Product mix also referred to as product portfolio, product mix, is the composite of products offered for sale by a firm or a business unit.
2. Product line is a group of closely related to products which are able to satisfy a class of need, to be used together, to be sold to the same customer groups to be moved through the same distribution channels, or fall within given price ranges.
3. Product item is a specific version of a product that has a separate name or designation in the seller's list.
4. All the above

37. Which of the following condition is true about determinants and strengths of positioning strategy?

1. There should be competition warranting positioning
2. The market segment to be served should be sizeable and profitable
3. The market segment should be able to effectively receive communication messages transmitted by the company
4. All the above.

38. Product plays a — role in the activities of a business.

1. a central
2. a colletrial
3. a secondary
4. none of these

39. Product market integration may be defined as a state wherein both product image and consumer self image are in focus, there is a match between product attributes and consumer expectations both economic and —

1. non-economic
2. Political
3. social
4. none of these

40. Corporates strengths includes —

1. an aggressive and experienced top management team
2. extensive modern manufacturing facilities
3. a centrally located expendable plant
4. all of these

41. Criteria for simplification, consists —

1. declining absolute sales volume

2. decreasing market share

3. sales volume decreasing as a percentage of the firm's is total sales

4. all of these

42. Elements of marketing planning is —

1. Marketing planning is a managerial function
2. In envisages determination of the future course of marketing action
3. It involves an analysis of past events and projection of future events
4. All of these

43. Sales promotion includes —

1. advertising
2. sales promotion & personnel selling
3. publicity
4. all of these

44. Marketing objectives covers —

1. to develop and maintain product leadership
2. to win the loyalty and co-operation of dealers
3. to market at profit product of maximum value to consumer both current and potential.
4. all of these

45. The communication model provides a very useful framework for understanding —

1. Promotion
2. Publicity
3. Planning
4. None of these

46. Which of the following statement is true?

1. Promotion objectives should be set before message content, layout and delivery decision are made.
2. Advertising is particularly difficult to evaluate because it include, so many different types of delivery vehicles.
3. The promotion program is designed to support the marketing plan in the desired way, and the cost of the promotion program is set by the budget required to implement the marketing plan.
4. All of these

47. Promotion media are the various vehicles that corporation can use to carry their promotional message to

1. Audiences
2. Managers
3. Owners
4. None of these

48. Promotion program involves —

1. Promotion objectives
2. Message design
3. Promotion Budge
4. All of these

49. Which of the following is Pricing objectives?

1. competition
2. market share

3. market penetration 4. All the above

50. Pricing objectives consists ———

1. skim the cream
2. targeted rate of return
3. price stabilisation
4. all of these

51. Pricing objectives is combination of ———

1. profit maximisation
2. cash recovery
3. product line promotion
4. all of these

52. Which of the following cost may be used for pricing decision?

1. fixed cost
2. variable cost
3. average cost
4. all of these

53. Which one of the following is not method of selling prices ?

1. cost plus pricing method
2. marginal cost pricing method
3. break-even-pricing method
4. first in-first out cost method

54. "Price policies provide the guidelines within which pricing strategy is formulated and implemented" who said it?

1. Cundiff and Still
2. P. Kataler
3. Scoffe
4. All of these

55. Which one of the formula may be used for setting prices under cost plus pricing method?

1. Selling price = Unit total cost +desired unit profit
2. Selling price = Unit total cost + profit
3. Selling price = Unit total cost + selling expenses
4. None of these

56. Discount policies covers ———

1. Cash discount policy
2. trade discount policy
3. quantity discount policy
4. all of these

57. An appropriate pricing policy has a positive impact on profit making and

1. sales realisation
2. controlling
3. purchasing
4. none of these

58. Which of the following is included understore retailers?

1. departmental store
2. super markets
3. discount store
4. all of these

59. A departmental store offers a wide range of products in an organised fashion and is easily accessible to the ———

1. consumers
2. Firm
3. suppliers
4. governments

60. Super markets are retail stores which handle relatively a large volume of goods and services at ——— cost, high margin principle of retailing.

1. high cost
2. low cost
3. no profit-no loss
4. None

61. The catlog stores is new generation super stores which deal with a variety of goods and services of

1. low range
2. wide range
3. firm
4. none of these

62. The exclusive stores involves ———

1. single line store
2. limited line stores
3. super speciality stores
4. all of these

63. Which of the following is included understore retailers?

1. superstore
2. hyper markets
3. convenience store
4. all of these

64. The advantage of a high profit under the value pricing approach is ——— in the long run when there is a consumer segmentation for the product with a high recognition.

1. anticipated
2. Inspired
3. motivated
4. oriented

65. Advertising is an instrument of ——— which is applied in practice both as a science and an art generated by creative devices.

1. marketing
2. Firm
3. salesmen
4. all of these

66. The environmental factors of advertising are

1. social and cultural factors
2. legal factors
3. economic factors
4. all of these

67. Which of the following functions covers under advertising classification?

1. product advertising
2. primary advertising
3. selective advertising
4. all of these

68. Which cost are known as periodical cost?

1. fixed cost
2. total cost
3. variable cost
4. sunk cost
5. All

69. The process of advertising in business begins with market situation analysis conducted to assess the marketing ——— for the product in the existing state of business in the market

1. opportunities
2. assessibility
3. difficulty
4. Functioning

70. Advertising process involves ———

1. target audience 2. media strategy
3. media use plan 4. research 5. All

71. Cost data are need to make decisions such as —
1. pricing 2. Volume 3. make or by
4. replacement 5. All

72. Cost is ——
1. a foregoing or sacrifice
2. measured in monetary terms
3. incurred or potentially to be incurred
4. to achieve a specific purpose
5. all of these

73. Expired cost, the monetary value of the resources that have already been used in ——
1. producing cost 2. producing revenue
3. producing unit 4. goods 5. None

74. When costs are accumulated for an organizational unit or department, it is called ——
1. a cost centre 2. a cost benefit
3. cost of production 4. Unit 5. none of these

75. —— costs are those cost items which cannot be traced or identified directly with a cost object.
1. direct costs 2. fixed costs 3. indirect costs
4. full costs 5. total costs

76. The sum of direct materials cost, direct labour cost and factory overhead is called ——
1. full cost 2. factory cost
3. total factory cost 4. all of these 5. None

77. —— costs are those cost items which can be traced logically and conveniently, in their entirety, to a cost object.
1. direct costs 2. indirect costs
3. fixed costs 4. make cost 5. None

78. The sum of direct materials and direct labour costs is called
1. prime cost 2. factory cost
3. overhead cost 4. value of stock 5. full cost

79. When products have been manufactured and are on saleable condition, the selling function ——
1. starts 2. Drop 3. reduced
4. increased 5. None

80. —— costs are those costs which are incurred to perform the marketing functions.
1. distribution costs 2. full costs
3. sale of goods 4. total cost 5. transfer cost

81. Order-getting costs are incurred to affect ——
1. sales of product 2. cost of product
3. distribution cost 4. transfer cost

82. When total cost changes in direct proportion to changes in volume, it is called a ——
1. variable cost 2. fixed cost 3. full cost
4. total cost 5. sunk cost

83. When fixed cost remains non-variable to changes in volume, it is called a ——
1. variable cost 2. full cost 3. fixed cost
4. transfer cost 5. none of these

84. Distribution costs are also called ——
1. marketing costs 2. selling costs
3. full costs 4. (1) & (2) are both

85. Those cost items which attach or cling to units of finished goods are called ——
1. product costs 2. full costs 3. fixed costs
4. variable costs 5. none of these

86. Variable costs vary in a proportionate and paralleled manner with ——
1. volume 2. Time 3. quality
4. factory 5. None

87. Fixed cost remain at the same level irrespective of change in ——
1. volume 2. Cost 3. Quality
4. fashion 5. Centres

88. The contribution approach to pricing is based on the incremental ——
1. cost principle 2. cost systems
3. cost force 4. market force
5. trade customs

89. The net profit will be maximised when ——
1. contribution is minimised
2. contribution is maximised
3. fixed is increased
4. fixed cost remains same
5. none of these

90. Decision- making is a future oriented activity. It involves forecasting and planning. The function of decision-making is to choose alternatives for the
1. future 2. present 3. profit 4. loss
5. none of these

91. If fixed cost are expected to remain unaltered, that would be irrelevant in

1. the make or buy decision
2. production decision
3. product mix decision
4. sales planning
5. none of these

92. Fixed costs, in the short run, are ———, therefore, they are irrelevant in pricing special order.

1. uncontrollable
2. controllable
3. flexible
4. Variable
5. all of these

93. Direct distribution system involves ———

1. own sales
2. own salesman
3. mail order
4. all of these

94. “Wholesalers sells to retailers or other merchants and or industrial, institutional and commercial users but they donot sell in significant amounts to ultimate consumers”. This statement refer by–

1. American Marketing Association
2. William J. Stanton
3. Cundiff and Still
5. None of these

95. Product lines covers ———

1. general retailer
2. one price retailer
3. departmental stores
4. all of these

96. Retailing middlemen on the basis of ownership covers ———

1. independent stores
2. corporate chain stores
3. contract chains
4. all of these

97. Which one of the formula may be use for cost of service in case physical distribution?

1. Total freight cost of proposed system + Total fixed warehouse cost of proposal system + Total variable warehouse cost of proposed system + total cost of lost sales due to average delivery delay under proposed system.
2. total freight cost proposed system
3. Total fixed warehouse cost of proposed system
4. None of these

98. Which factors determines the building up of a sales organisation?

1. Traditions and customs
2. Organisational policy of the management
3. size of the unit
4. all of these

99. Which of the following decision areas includes in management of physical distribution?

1. size of inventory
2. warehousing
3. transportation
4. materials handling
5. size of the order
6. all the above

100. Field organisation of sales department involves

1. Head office type organisation
2. Branch office type organisation
3. Divisional and branch office type organisation
4. Divisional and branch office and crew type organisation
5. all of these

101. Form of sales organisation consists ———

1. line type sales organisation
2. line and staff type sales organisation
3. functional type sales organisation
4. committee type sales organisation
5. all of these

102. Which of the following statements is true?

1. A sales organisation, like any organisation is a group of individuals striving jointly to reach certain common goals, and bearing informal as well as certain formal relations to each other.
2. Sales organisation is planning, direction and control of personal selling including recruiting, selecting, training, equipping, assigning, routine supervising paying and motivating as these tasks apply to the personal sales force.
3. The line and staff type is one in which the sales manager is given a staff of specialists in such fields as planning, research, statistics, engineering, promotion and training to advice him in administering the sales of the company.
4. All of these.

103. “Decentralisation refers to the systematic efforts to delegate to the lowest levels all authority except that which can be exercised at central points” Who said it?

1. Lavis A. Allen
2. Stanton
3. Still and Scwaff
4. None of these

104. Which of the following is a outside sources of salesman recruitment?

1. Training and educational institutions
2. Employment exchanges
3. Attracting from other units
4. Employees of customers
5. Salesman making calls on the firm
6. Former salesmen
7. All of these

105. Management of sales force involves ———

1. selection of salesman
2. remuneration to salesman
3. training of salesman
4. supervision and control of the salesman
5. all of these

106. Process selection of salesman consists ———

1. Advertisement
2. Application form
3. Selection test
4. Interview
5. All these

107. Individual training involves ———

1. Training on the job
2. Job rotation
3. Correspondence training
4. Individual training conferences
5. Training in universities and colleges
6. All of these

108. Which of the following method may be used for remuneration to salesmen?

1. Straight Salary Method
2. Commission Method
3. Fixed salary and commission method
4. Drawing account and commission method
5. Profit sharing method f. Quota plan
6. All the above

109. Which of the following statement is true?

1. Structure is the formal arrangements of people's roles and relationship so as to achieve corporate and marketing objectives.
2. Organisation structure is the collection of beliefs, expectations and values shared by employees.
3. Functional organisations are divided into specialised marketing functions such as advertising, selling and marketing research.
4. All of these

110. Group training consists ———

1. Lecturers
2. Sales demonstration
3. Sales promotization
4. Sales training conference
5. All of these

111. Organisations are comprised of structure —

1. Processes
2. Culture
3. People
4. All of these

112. Organisation's culture includes ———

1. Whether major career risks are associated with risk laden decisions
2. The extent to which employees protect their turf and control information flow.
3. The freedom of individual employees to make significant decisions without multilevel approvals
4. All of these

113. Market oriented consists ———

1. Product application and economic benefits
2. Highlights the factor that influence customer's buying decisions

3. Promotes results of market research and research and development investment.
4. Diagnosis and interprets the strategy, assumption, cost structure and objectives of major components
5. All of these

114. Which of the following channels of distribution is correct?

1. Manufacturer → Agents → Wholesalers → Retailers → Ultimate consumer
2. Manufacturer → Agents → Retailers → Ultimate consumer
3. Manufacturer → Agents → consumer
4. Manufacturer → Wholesaler → Retailers → consumer
5. Manufacturer → Retailers → consumer
6. all the above

115. "An agent middlemen negotiated purchase or sales or both, but does not take title to the goods in which he deals" This statement is ———

1. Cundiff and Still
2. Stanton
3. Mc Carthy
4. None of these

116. "A departmental stores is a large retail establishment having in the same building a number of department each of which confines its activities to one particular Branch of trade and from a complete unit itself" who said it?

1. S.L. Thomas
2. Clark and Clark
3. James Stephenson
4. None of these

117. Retailing includes all activities incident to selling to the ultimate ———

1. consumer
2. Firm
3. agents
4. wholesaler

118. Product based organisations are divided into units that specialize in marketing certain products or types of ———

1. product
2. Service
3. firm
4. Channel

119. Marketing Environment systems covers ———

1. Marketing information system
2. Monitoring and control system
3. Marketing planing system
4. All of these

120. Marketing characteristics are ———

1. Profit orientation
2. need based marketing strategy
3. product market segmentation
4. All of these

121. Marketing management is the process of product planning, pricing, promotion and — along with the services to generate transaction that satisfies the organisational and user objectives.

1. distribution
2. Reward
3. goals
4. none of these

122. Which one of the following is not theories of buying behaviour?

1. Inherent v/s learned motives
2. Emotional v/s rational motives
3. Consumer variable v/s product variable
4. all of these

123. The Tertiary environment has a territorial phenomenon comprising of —

1. demography
2. economic issues
3. technology
4. all of these

124. The marketing process involves —

1. human needs
2. demand flow
3. product
4. exchange
5. utility
6. all these

125. Customer driven consists —

1. vision
2. Mission
3. appraisal
4. all of these

126. "Motivational research is a form of market research that attempts to discover the deepest reasons why people buy" Who said it?

1. Manson and Rath
2. Stanton
3. Still and Scweff
4. None of these

127. Basic needs consists —

1. Physical needs like — Food, drink
2. Safety needs — Insurance
3. Love needs — Love with wife and child
4. Goodwill/ reputation needs — Honour
5. All of these

128. The procedure for segmenting the industrial markets is different than the —

1. Consumer markets
2. Business markets
3. Industrial markets
4. All of these

129. Which of the following statement is true?

1. Test marketing is the stage where the entire product and marketing programming is tried out for the first time in a small number of well chosen and authentic sales environments.

2. Product line - a group of products that are closely related either because they satisfy a class of need, are used together are sold to the same customer groups, are marketed through the same types of outlets, or fall within given price ranges.

3. Product-mix-the composite of product offered for sale by a firm or a business unit.

4. All of these

1. 1
2. 1
3. 4
4. 4
5. 4
6. 4
7. 4
8. 1
9. 4
10. 4
11. 4
12. 1
13. 4
14. 4
15. 4
16. 1
17. 4
18. 4
19. 4
20. 6
21. 4
22. 4
23. 4
24. 1
25. 4
26. 4
27. 3
28. 4
29. 1
30. 1
31. 4
32. 4
33. 5
34. 1
35. 5
36. 4
37. 4
38. 1
39. 1
40. 4
41. 4
42. 4
43. 4
44. 4
45. 3
46. 4
47. 1
48. 4
49. 4
50. 4
51. 4
52. 4
53. 4
54. 1
55. 1
56. 4
57. 1
58. 1
59. 1
60. 2
61. 2
62. 4
63. 4
64. 1
65. 1
66. 4
67. 1
68. 1
69. 1
70. 5
71. 5
72. 5
73. 2
74. 1
75. 3
76. 4
77. 1
78. 1
79. 1
80. 1
81. 1
82. 3
83. 3
84. 4
85. 1
86. 1
87. 1
88. 1
89. 1
90. 1
91. 1
92. 1
93. 4
94. 1
95. 4
96. 4
97. 1
98. 4
99. 6
100. 5
101. 5
102. 4
103. 1
104. 7
105. 5
106. 5
107. 6
108. 7
109. 4
110. 5
111. 2
112. 4
113. 5
114. 6
115. 1
116. 1
117. 1
118. 1
119. 4
120. 4
121. 1
122. 4
123. 4
124. 6
125. 4
126. 2
127. 5
128. 1
129. 4

**Want to pass – sources
Everywhere
Want a job – resources
At MSB**

Visit www.maruthischoolofbanking.com
For Answer Key and more Updated Materials