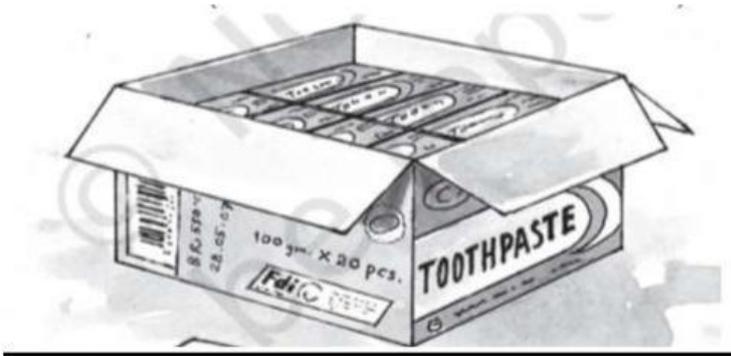


## Ch-13 Marketing (MCQ Test)



1. Identify the type of packaging from above figure
  - A. Primary
  - B. Secondary
  - C. Tertiary
  - D. Transportation
2. Identify the important term related to branding illustrated in picture below



- A. Brand Mark
  - B. Trade mark
  - C. Brand name
  - D. Both (a) and (b)
3. Manufacturer uses wholesalers and retailers to distribute goods to the customers. Which channel of distribution is the manufacturer using?
    - A. Zero level channel
    - B. One level channel
    - C. Two level channel
    - D. Three-level channel
  4. Match the following examples along with the packaging function performed

A. Toothpaste Tube	1.Promotion
B. Roohafza bottles: glass bottles to plastic bottles	2. Identification
C. Starling Colour schemes on the chips packets	3.Protection
D. Orange and white colour in ICICI fonts	4.Facilitation in use

- A. A1, B2, C3, D4
- B. A4, B3, C1, D2
- B. A3, B4, C1, D2
- D. A3, B4, C2, D1

5. The element of Marketing-mix in which a set of firms and individuals creates possession, place and time utility and helps in market offering.

- A. Product
- B. Price
- C. Place
- D. Promotion

**6.Statement I:** To maximise profits in short run, XYZ ltd. should charge high price of each unit of note pad it sells.

**Statement II:** The demand of product sets the minimum level or the floor price at which the product may be sold.

Choose the correct option from the options given below:

- (A) Statement I is true and II is false
- (B) Statement II is true and I is false
- (C) Both the statements are true
- (D) Both the statements are false

7. Which of the following statements is incorrect?

- A. Advertising is an element of promotion which creates a monologue and not a dialogue.
- B. All trademarks are brand mark also.
- C. If distribution system is highly responsive, the firm can maintain less inventory
- D. Three elements of Product mix are Branding, Pricing and Labelling

8.Lens-o was started as an online eyewear company selling glasses and contact lenses on their website. Recently, it set up a uniquely designed offline store, so that customers can also buy their products from the company showroom. Which channel of distribution is used by the company:

- (A) Zero level channel

- (B) One level channel
- (C) Two level channel
- (D) Three level channel

9. Product, Place, Price and Promotion are part of

- A. Product Mix
- B. Price Mix
- C. Marketing Mix
- D. Place Mix

10. The Only element of marketing mix, which generates revenue is called

- (A) Price Mix
- (B). Place Mix
- (C). Promotion Mix
- (D). Product Mix

Q11. The Time period between Receiving of order and delivery of goods and services is called.

- (A) Order Processing time
- (B). Inventory
- (C). Ware Housing
- (D). Transportation

12. Which of the following is not a component of Physical Distribution?

- (A) Inventory Control
- (B) Standardization and Grading
- (C) Transportation
- (D) Order Processing

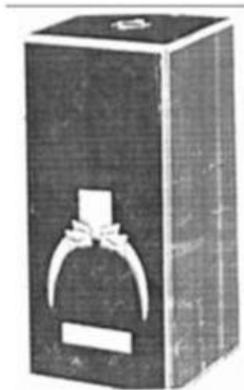
13. Beenu had a bookstore in Sabad called 'Book-mark'. For years, the bookstore was doing reasonably well but with the rise of digital books and online retailers, her sales

had declined. Beenu's daughter, who had just completed her MBA with a specialisation in marketing decided to launch a marketing campaign to revive the bookstore. The campaign's focus was on the joy of reading books in physical form, the joy of turning pages and the warm atmosphere of the bookstore. She organised story writing and other competitions every weekend. The information of these was given to the parents and children through television, radio, children's magazines, etc. Attractive prizes were offered to the winners. This increased the footfall of the children and their parents and the bookstore soon became popular.

The tool of communication used by Beenu's daughter to revive the bookstore was:

- (A) Advertising
- (B) Personal selling
- (C) Public relations
- (D) Sales Promotion

14. The picture given below is the package of a perfume bottle:



Identify the level of packaging of the box shown above:

- (A) Primary package
- (B) Secondary packaging
- (C) Transportation packaging
- (D) Both (A) and (B)

15. Match the terms given in Column-I with their meaning in Column-II.

	COLUMN - I		COLUMN - II
a.	Trade Mark	(i)	A name, term, sign, symbol, design or some combination of them used to identify the products and differentiate them from the competitors.
b.	Brand name	(ii)	A brand or apart of the brand that is given legal protection.
c.	Brand	(iii)	That part of the brand which can be recognized but which is not utterable
d.	Brand mark	(iv)	That part of the brand which can be spoken.

Choose the correct option from the following:

a b c d

(A) (i) (ii) (iii) (iv)

(B) (ii) (iii) (i) (iv)

(C) (ii) (iv) (i) (iii)

(D) (ii) (i) (iv) (iii)