

1. State whether the following statements are true or false:-

1. Marketing is a continues process.
2. According to marketing concepts the consumer prefer product of best quality.
3. The marketing concept is a customer oriented Philosophy.
4. Branding means setting a right price for a product.
5. Marketing mix is a dynamic concept.

6. Marketing mix consist of 4 Ps.
7. Brand is a device identify to the product.
8. Publicity is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.
9. Advertising is methods of publicity.
10. Price is the exchange value of product.

11. Cost plus pricing method is also known as markup pricing method.
12. According to Maslow needs cannot be arranged in any hierarchy.
13. Cultures refer to a set of values transactions or belief.
14. Motive has a charectertics of Multipliaty.
15. Learning is knowledge acquired by studies.

16. Family is one of the factors influencing consumer behavior.
17. Homogeneous market means market having different and diverse characteristics.
18. Concentrated marketing means introducing sign product in style market.
19. A process of identifying groups of buyers with different requirements is known as market segmentation.
20. Homogeneous market means a market having different and diverse characterization.

21. Market research is a time process.
22. Marketing Research is a onetime process done during the launch of the product.
23. Data which is already available is known as Secondary data.
24. Product research covers all the aspects related pricing of the product.
25. Presentation of data is the final steps in marketing research.

[Answers:-

True: 1, 3, 5, 6, 7, 9, 10, 11, 13, 14, 15, 16, 18, 19, 20, 22, 23, 25,
False: 2, 4, 8, 12, 17, 21, 24,]

B. Fill in the blanks:-

1. _____ is the exchange value of product.
2. Marketing Mix is a _____ concepts.
3. _____ is a non personal form of mass communication.
4. Market is _____ Concept.
5. A _____ is the core of the marketing.
6. Markup pricing method is also known as _____.
7. _____ Pricing is also known as psychological pricing.
8. _____ is an exchange value of product.
9. Paid form of non personal means communication is known as _____.
10. Advertising is derived from Latin word is known as _____.

(Answer: 1- Pricing. 2- dynamic. 3- Advertising. 4- Continuous. 5- product.
6-cost plus pricing .7-Odd pricing, 8-Price, 9- advertising, 10- advert)

11. An inner urge that moves and prompts a person to action known as _____.
12. Learning is knowledge acquired by _____.
13. According to _____ needs can be arranged in hierarchy.
14. People belonging to particular social class are _____ in many respects.
15. The term _____ refers to the study of how individuals make decisions to spend their valuable resources.
16. _____ marketing means introducing number of product in number of segments .
17. A personality characteristic is a _____ trait.
18. A _____ is a small group with distant set of needs.
19. _____ is a process of identified group of buyers with different desires.
20. When marketing programmed is tailored to the needs and wants of local customer group than it is called _____.

(Answer:-

- 11-motive,
- 12-education /studies,
- 13- Abraham Maslow,
- 14- homogenous,
- 15-consumer behavior,
- 16-concentrated,
- 17-psychological,
- 18- niche,
- 19-market segmentation,
- 20- total marketing.)

21. _____ data is original data collected first hand.
22. _____ data refers to the data which is readily available.
23. Marketing Research process starts with _____ .
24. _____ Research is a systematic process of studying marketing problems and arriving at solution to these problems.
25. _____ Research relates to the pricing of the product.

26. Demographic deals with _____.
27. F O B pricing means _____.
28. When manufacturer sells the same product at two different prices, it is called_____.
29. Advertising is _____ publicity.
30. _____ is the driving force which makes a person to act.

31. Cultural factors have deep influence on _____.
32. The three broad social classes are _____.
33. We can look at ethical issues in marketing research from the point of view of_____.
34. Newspapers cannot appeal to _____.
35. The market price is the price determined by free play of _____.

(Answer:- 21-Primary, 22-secondry, 23-defying a problem, 24-Marketin
 25-Pricing, 26-population, 27- Free On Board, 28-dual pricing,
 29-paid, 30- motivation, 31-consumer behavior, 32- upper , middle and lower,
 33-respondents, clients and researchers , 34-illiterate people,
 35-demand and supply.)

C. Answer the following questions in brief:-

1. What is marketing?
2. What is marketing mix?
3. What are the product elements of marketing mix?
4. What is assembling?
5. What is branding
6. How transport is helpful in marketing?
7. How small scale & house hold industry developed?
8. What is demand?
9. Explain Negative Demand?
10. What are the elements of market demand?

11. What is stimulating marketing?
12. Explain latent demand?

13. What is re marketing?
14. What is maintenance marketing?
15. Explain overfull demand?
16. What is branding?
17. What is trade mark?
18. What is multi brand decision?
19. What is target pricing?
20. What is cost oriented pricing?

21. Explain perceived value.
22. What is sealed-bid pricing?
23. What is advertising media?
24. What is advertising?
25. What is consumer behavior?
26. Give any three names of psychological factors affecting consumer behavior.
27. Mention any two personal factors affecting consumer behavior.
28. Explain post purchase action points of consumer behavior process.
29. What is market segmentation?
30. Mention any two limitations of Market Segmentation.

31. Mention any four names of demographic bases of market segmentation.
32. What is market research?
33. Explain 'interpretation of data'.
34. Ethical issue in marketing?
35. What are the parties for marketing research?

D. Match the two groups-

[A]

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|-------------------------|--|
| 1. Purchasing power | a. Type writer |
| 2. Sales forecasting | b. Belief and value |
| 3. Demography | c. Four P's |
| 4. Marketing Mix | d. Population |
| 5. Culture | e. Estimated sales turnover |
| 6. Product obsolescence | f. Ability to buy & willingness to buy |

(Ans. 1-f, 2-e, 3-d, 4-c, 5-b, 6-a.)

[B]

- | | |
|---------------------------------|---|
| 1. Product positioning | a. causes & effect relationship |
| 2. Casual research | b. unique selling proposition |
| 3. Personal interview | c. information about retailers |
| 4. Ethics in marketing research | d. face to face communication |
| 5. Shop audit | e. tool for decision making |
| 6. Marketing research | f. international code of marketing
Research practice |

(Ans. 1-b, 2-a, 3-d, 4-f, 5-c, 6-e.)

[C]

- | | |
|----------------------------------|-------------------|
| 1. Brand personality of Lux soap | a. Xerox, Formica |
| 2. General names | b. legal term |
| 3. Umbrella brand | c. urban women |
| 4. Trademark | d. Dabur |

(Ans. 1-c, 2-a, 3-d, 4-b.)

[D]

- | | |
|----------------------------|---------------------------------------|
| 1. Buyer's mind | a. Friends, Athletics, Learners |
| 2. Reference group | b. Pattern/ way of living of a person |
| 3. Life style | c. Insurance policy |
| 4. Safety & security needs | d. Learned belief, values, customs |
| 5. Culture | e. Black box |

(Ans: 1-e, 2-a, 3-b, 4-c, 5-d.)
