

TYBAF MOCK EXAM Vth SEMESTER SEPTEMBER 2020

1. **Cross-selling means**_____

- a) Selling with a cross face
- b) Cross country marketing
- c) Selling other products to existing customers
- d) Selling to friends

Ans. (c)

2. **'Value-added services' means**_____

- a) Better value at a premium
- b) Costlier services
- c) Additional services
- d) Better value at a discount

Ans. (c)

3. **'Customization' means**_____

- a) Tailor-made products for each customer
- b) Customers selling goods
- c) A selling process
- d) None of these

Ans. (a)

4. **A market survey is required for**_____

- a) Deciding marketing strategies
- b) Deciding product strategies
- c) Deciding pricing strategies
- d) All of these

Ans. (d)

5. **segmentation can be resorted to by means of**

- a) Segmenting by age
- b) Segmenting by income
- c) Segmenting geographically
- d) All of these

Ans. (d)

6. **Market information means**_____

- a) Knowledge of industries
- b) Knowledge of household
- c) Knowledge of customers tastes

d) All of these

Ans. (d)

7. **Market segmentation means**_____

- a) Segmenting the salesmen
- b) Segmenting the employees
- c) Segmenting the customers as per their needs
- d) All of these

Ans. (c)

8. **A 'Target Group' means**_____

- a) A group of sellers
- b) A group of buyers
- c) A group of products
- d) A group of persons to whom sales should be focused

Ans. (d)

9. **"USP" in marketing means**_____

- a) Unique selling practices
- b) Uniform selling practices
- c) United sales persons
- d) Unique selling proposition

Ans. (d)

10. **Marketing strategy means**_____

- a) Ideas for new employment
- b) Old techniques of selling
- c) Techniques for improving marketing activities
- d) Techniques for increasing production

Ans. (c)

11. **Innovation means**

- a) Product designing
- b) New ideas
- c) Motivation
- d) Only (1) and (2)

Ans. (d)

12. **Internet marketing means** _____

- a) Marketing to oneself
- b) Marketing to the core group
- c) Marketing to the employees
- d) None of these

Ans. (d)

13. **Market survey means**_____

- a) Market research
- b) Market plan
- c) Marketing strategies
- d) All of these

Ans. (a)

14. **Direct marketing means**_____

- a) Face to face marketing
- b) Over the counter marketing
- c) Door to door marketing
- d) All of these

Ans. (d)

15. **A “prospect” means**_____

- a) Company’s prospectus
- b) Company’s memorandum of association
- c) A likely buyer
- d) A likely seller

Ans. (c)

16. **Market segmentation means dividing**

- _____
- a) The market group into homogeneous groups
 - b) The market process into easy steps
 - c) The sales teams into small groups
 - d) All of these

Ans. (a)

a) Of the 4P’s of marketing, 3 are product, place and promotion, which is the 4th P?

- a) Price
- b) Purpose
- c) Pride
- d) Pursuit

Ans. (a)

17. **Customer database is**_____

- a) Useful for lead generation
- b) Useful for cross selling
- c) Useful for CRM

d) All of these

Ans. (d)

18. **Marketing is a**_____

a) One day effort

b) Team effort

c) One man effort

d) None of these

Ans. (b)

19. **Marketing is influenced by**_____

a) Product demand

b) An public taste

c) Buyer behaviour

d) All of these

Ans. (d)