

TYBBI – Semester VI - MARKETING IN BANKING AND INSURANCE

1. _____ means giving suitable name or symbol to the product
 - a) **Branding**
 - b) Labelling
 - c) Advertising
 - d) packing

2. _____ activities are basically for the satisfaction of consumer needs.
 - a) **Marketing**
 - b) Branding
 - c) Packaging
 - d) advertising

3. _____ Insurance is the oldest form of Insurance.
 - a) **Marine**
 - b) Life
 - c) Fire
 - d) car

4. _____ success of an organization depends on its marketing ability.
 - a) **Financial**
 - b) Social
 - c) Political
 - d) canal

5. Marketing generates _____ for the economy.
 - a) Poverty
 - b) **money**
 - c) unemployment
 - d) wastage

6. Services are deeds, processes and _____
 - a) **performances**
 - b) delivery
 - c) exchanges
 - d) non availability

7. No marketing activity plan will be effective unless the organization is _____ to achieve its objective.

- (a) **large**
- (b) small
- (c) old
- (d) volatile

8. _____ refers to the variation in performance of services.
- a) Intangibility
 - b) Inconsistency**
 - c) inseparability
 - d) perishable
9. _____ do not involve any ownership transfer.
- a) Goods
 - b) Materials
 - c) Services**
 - d) parts
10. Marketing helps to move the goods from _____ to _____.
- a) sellers, consumers**
 - b) owner, consumers
 - c) sellers, owner
 - d) non user seller
11. The _____ is another major influence on consumer behaviour.
- a) Family**
 - b) friends
 - c) opinion leaders.
 - d) unknown
12. In the service management system, the _____ plays a dual role.
- a) Customer**
 - b) Creditor
 - c) Debtor
 - d) outsider

13. _____ can use the Internet in a more targeted way than traditional media.
- a) **Advertising**
 - b) Salesmanship
 - c) Publicity
 - d) perception
14. _____ is an important element of the rural marketing.
- a) **Communication**
 - b) Salesmanship
 - c) Advertising
 - d) non IMC
15. _____ is central to the success of a rural marketing strategy.
- a) **Distribution**
 - b) Selling
 - c) Advertising
 - d) Publicity
16. _____ enables all businesses to have a truly global reach.
- a) **E Marketing**
 - b) Direct Marketing
 - c) Green Marketing
 - d) orange marketing
17. A company's marketing messages are most effective when they are delivered directly to the _____ audience.
- a) **Target**
 - b) Creditor
 - c) Banker
 - d) Debtor
18. When making an online purchase, you have to provide at least your _____ information and mailing address.
- a) **Credit card**
 - b) Bank account
 - c) Over draft
 - d) demand draft

19. _____ was not created as a marketing tool: it was created to share information.

- a) **Internet**
- b) Social media
- c) Blog
- d) personal sell

20. Which P is not included in the 7Ps of marketing mix?

- a) People
- b) **Purpose**
- c) Promotion
- d) Price