

SAMPLE MOCK TEST PAPER SEP 2020

Class: T.Y. BCom

Sem: V

Subject: Commerce V

1. Good marketing is no accident, but a result of careful planning and _____.
 - a. **execution**
 - b. selling
 - c. strategies
 - d. research

2. The _____ concept holds that consumers and businesses, if left alone, will not buy enough of the organization's products
 - a. production
 - b. **selling**
 - c. marketing
 - d. holistic marketing

3. The five-stage model of the consumer buying process includes all of the following stages EXCEPT _____.
 1. Problem recognition
 2. Information search
 3. **Social interaction**
 4. Purchase decision

4. The _____ concept holds that consumers will favour those products that offer the most quality, performance, or innovative features.
 - a. **product**
 - b. marketing
 - c. production
 - d. selling

5. In relationship marketing firms focus on _____ relationships with customers & Suppliers
 - a. short-term
 - b. **long-term**
 - c. negative
 - d. neutral

6. When customer expectations regarding product quality, service quality, and value-based price are met or exceeded, _____ is created.
- customer satisfaction**
 - planning excellence
 - a quality Rift
 - a value line
7. Which of the following is not an element of the marketing mix?
- Distribution.
 - Product.
 - Target market.**
 - Pricing.
8. The basic role of promotion is _____.
- Information
 - Manipulation
 - Communication**
 - Guide
9. Advertising appropriations are largest for which type of product?
- Industrial products
 - Convenience goods**
 - High-priced products
 - Perishable Products
10. A fundamental part of the distribution function is to get the product:
- To the right place at the right time**
 - Launched into new markets
 - To intermediaries
 - To market to avoid channel conflict
11. The _____ identifies the product or brand.
- Container
 - Label**
 - Advertisement
 - Price
12. "Buy it now" refers to which one of the following options?
- Personal selling**
 - Advertising
 - Sales promotion
 - Publicity
13. The consumer's estimate of the product's overall capacity to satisfy his or her needs is called:
- Product Cost
 - Product Value**
 - Product need
 - Product Satisfaction
14. _____ includes the complete analysis of the market.
- Marketing Research**
 - Management Research
 - Maintenance Research

d. MIS

15. Aggressive selling is a characteristic of which of the following concept of marketing?

- a. Production concept
- b. Marketing concept
- c. Selling concept**
- d. Product concept

16. _____ is a connecting link between the consumer and the producer.

- a. Marketing**
- b. Selling
- c. Consumption
- d. Buying

17. Bread and milk are which kind of products?

- a. Specialty Products
- b. Convenience products**
- c. Shopping products
- d. Unsought products

18. Flipkart, Amazon are examples of

- a. Departmental stores
- b. Chain stores
- c. Co-operative stores
- d. Online stores**

19. Manufacturer & Consumer is an example for _____ level channel.

- a. Zero**
- b. One
- c. Two
- d. Three

20. _____ involves a face to face oral presentation.

- a. Personal selling**
- b. Sales promotion
- c. Advertising
- d. Publicity

