

VI Semester Regular & ATKT Mock Examination Sept. 2020

Class: TYBMM (Advertising)

Marks: 20

Sub: Principles & Practices of Direct Marketing

Duration: 30 Min

N.B. 1. All questions are compulsory

2. Each question carries equal marks

1. Marketing deals with identifying & meeting human and

- a. Social needs
- b. Esteem Need
- c. psychology need
- d. physiology need

Correct Ans: a

2. The new mass production techniques provide economic of scale allowing for

- a. lower cost of production
- b. Higher cost production
- c. Average cost production
- d. medium cost production

Correct Ans: a

3.is very novel method

- a. USP marketing
- b. Direct Marketing
- c. Traditional marketing
- d. Digital marketing

Correct Ans: a

4. The process of setting a low initial price for attracting a large number of buyers quickly to cover a large market share is known as

- a. Going-rate pricing
- b. Penetration pricing
- c. Value based pricing
- d. Skimming pricing

Correct Ans: b

5. Which among these is not the nature and characteristic of a service.

- a. Intangibility
- b. Durability
- c. Variability
- d. Perishability

Correct Ans: b

6. _____ is a form of advertising which allows business and non-profit organisations to communicate directly to customers through a variety of media.

- a. Outbound Marketing

- b. Direct Marketing
- c. Content Marketing
- d. Social Media Marketing

Correct Ans: b

7. Tailoring shops is an example of which of the following?

- a. One to One marketing
- b. Mass Marketing
- c. Integrated Marketing
- d. Peripheral Marketing

Correct Ans: a

8. Which among the following isn't a key stage in Direct Marketing

- a. Database
- b. Acquisition
- c. Customer promotion
- d. Retention

Correct Ans: c

9. _____ is the reaction by the organisation to the queries and activities of customer.

- a. Customer conversation
- b. Customer need
- c. Customer response
- d. Customer service

Correct Ans.: c

10. Number of customers or potential customers who will help in company's growth is classified as _____

- a. Customer base
- b. Retailers base
- c. Distributors base
- d. Marketers base

Correct Ans.: a

11. Firm should understand the _____ of customers within different profitability tiers and adjust their services accordingly.

- a. Income
- b. Need
- c. Retention
- d. Price

Correct Ans.: b

12. Maintaining customer database is also called

- a. customer identification
- b. tele calling
- c. customer management
- d. customer profiling

Correct Ans.: d

13. The focus of relationship marketing is on

- a. customer contact
- b. customer service
- c. single customer focus
- d. customer retention

Correct Ans.: d

14. What can be identified as an external source of database?

- a. sales force reports
- b. warranty records
- c. industry reports
- d. former customer records

Correct Ans.: c

15. What is market segmentation?

- a. for open market
- b. for customer acquisition
- c. for a specific sub-market
- d. for database management

Correct Ans.: c

16. IMC calls for recognizing all contact points where customer may encounter the company and its brands. These contact points are called_____

- a. Customer contact
- b. Product contact
- c. Business contact
- d. Brand contact

Correct Ans.: d

17. Which of the following is not a form of Direct marketing

- a. Kiosk Marketing
- b. Tele marketing
- c. Supermarket
- d. Catalogue Marketing

Correct Ans.: c

18. The objective of Relationship marketing is_____

- a. Customer satisfaction
- b. customer dissatisfaction
- c. Customer retention
- d. Customer delight

Correct Ans.: c

19. The immediate step after collection of data about the audiences the direct marketing team has to:

- a) Manage the data entry
- b) Application of data

- c) Data Auditing
 - d) Data selling
- Correct Ans.: a

20. The step-in managing data entry to remove double feeding of same data is termed:

- a) Data verification
 - b) De-duplication
 - c) Data archiving
 - d) Data auditing
- Correct Ans.: b