

3. Good Public Relations indicate
 - (A) Improved Marketing Skills
 - (B) Improved Brand Image
 - (C) Improved Customer Service
 - (D) All of these
 - (E) None of these
4. One way of Market Monitoring is
 - (A) Monitor performance of sales persons
 - (B) Monitor SENSEX
 - (C) Monitor Media Outlets
 - (D) Monitor profits
 - (E) None of these
5. Networking helps in making Marketing Function
 - (A) a difficult task
 - (B) a laborious task
 - (C) an easy task
 - (D) Networking has nothing to do with Marketing
 - (E) Networking has only a partial role to play in Marketing
6. A presentation means
 - (A) display of products
 - (B) explaining the utility of products
 - (C) a gift
 - (D) display of communication skills
 - (E) All of these
7. A 'lead' means
 - (A) a buyer
 - (B) a seller
 - (C) a company intending to sell its products
 - (D) a prospective buyer
 - (E) a disinterested buyer
8. 'Benchmark' means
 - (A) products lie on a bench
 - (B) salesmen sitting on a bench
 - (C) set standards
 - (D) marks on a bench
 - (E) None of these
9. 'Customisation' means
 - (A) customer's personal accounts
 - (B) customers selling goods
 - (C) special products for each customer
 - (D) better relations
 - (E) All of these
10. Customer Retention means
 - (A) retaining the customers at the Bank for the full day
 - (B) quick disposal
 - (C) customers dealing with the same bank for a long time
 - (D) better standards
 - (E) All of these
11. Value-added services means
 - (A) giving full value for money
 - (B) better value for better price
 - (C) costlier service
 - (D) additional service
 - (E) All of these
12. 'POS' means (in marketing)
 - (A) Preparation for Sales
 - (B) Point of Superiority
 - (C) Point of Sales
 - (D) Primary Outlook of Salesmen
 - (E) Position of Sales
13. 'Niche' Market means
 - (A) a free market
 - (B) a social market
 - (C) equity market
 - (D) capital market
 - (E) a specified market for the target group
14. A Market Plan is
 - (A) Company's Prospectus
 - (B) same as Memorandum of Association
 - (C) a document for marketing strategies
 - (D) business goals
 - (E) action plan for better production
15. 'HNI' in Marketing means
 - (A) High Number Influence
 - (B) Highly Negative Individual
 - (C) High Networth Improvement
 - (D) High Networth Individual
 - (E) Highly Inspired National
16. One of the following is not required for effective marketing. Find the same.
 - (A) Motivation
 - (B) Empathy
 - (C) Communication skills

- (D) Sympathy
(E) Perseverance
17. Effective communication skills are not required in marketing if
- (A) demand exceeds supply
(B) supply exceeds demand
(C) buyer is illiterate
(D) seller is illiterate
(E) None of these
18. Competition helps to
- (A) diminish sales (B) boost sales
(C) neutral effect (D) All of these
(E) None of these
19. Negotiation skills help in
- (A) arriving at a consensus
(B) breaking the ice
(C) carry marketing further
(D) mutual win-win result of bargaining
(E) All of these
20. Relationship Marketing is useful for
- (A) trade between relatives
(B) trade between sister concerns
(C) cross-selling of products
(D) preparing a list of relatives
(E) there is no such term as Relationship Marketing
21. Marketing in Banks is defined in
- (A) Negotiable Instruments Act
(B) Banking Regulation Act
(C) Reserve Bank of India Act
(D) Companies Act
(E) None of these
22. Marketing in Banks is
- (A) a one-day function
(B) a one-man function
(C) a one-off affair
(D) All of these
(E) None of these
23. Effective Marketing helps in
- (A) Boosting the purchases
(B) Boosting the sales
(C) Diversified business
(D) Realisation of dreams
(E) All of these
24. A 'Buyers' Market' means
- (A) buyers are also sellers
(B) sellers are also buyers
(C) there are no sellers
(D) demand exceeds supply
(E) supply exceeds demand
25. The sequence of a Sales process is
- (A) a call, a lead, presentation and sale
(B) a lead, a call, presentation and sale
(C) presentation, sale, lead and call
(D) presentation, lead, sale and call
(E) sale, call, lead and presentation
26. A 'Call' means—
- (A) A profession
(B) Teletalk
(C) Calling on a Prospect
(D) A Call Centre
(E) All of these
27. A 'Call Centre' is—
- (A) A place where Salesmen meet every day
(B) A Training Centre
(C) A Back Office set up where customer queries are answered
(D) Customers' meeting place
(E) All of these
28. Innovation in Marketing means
- (A) good communication skills
(B) good negotiation skills
(C) spirited motivation
(D) novel methods of selling
(E) tired of marketing
29. Telemarketing involves
- (A) good communication skills
(B) high level of motivation
(C) door-to-door campaigns
(D) event management
(E) All of these
30. Online Marketing is
- (A) same as face to face marketing
(B) easier than traditional marketing
(C) boring, as customers are not visible
(D) Voluminous task
(E) None of these

31. Value added services means—
 (A) Giving full value for money
 (B) Better value for higher price
 (C) Costlier service
 (D) Additional service
 (E) All the above
32. CRM means—
 (A) Customer Relationship Management
 (B) Customer Retention Manager
 (C) Customers' Relatives Meet
 (D) Channel Route Market
 (E) Channel Representative Manager
33. A 'Target Group' in Marketing means—
 (A) To whom the sales should be directed
 (B) A group of Sellers
 (C) A group of Buyers
 (D) A group of Products
 (E) All the above
34. The Target Group for Credit Cards is—
 (A) All Card holders
 (B) All existing borrowers
 (C) Individuals with taxable income
 (D) All of these
 (E) None of these
35. Bancassurance means—
 (A) Assurance given by banks to Loanees
 (B) Assurancsuree to bank with one bank
 (C) Assurance to repay loans
 (D) Assurance to give good service
 (E) Selling inproducts through banks
36. Cross-selling means—
 (A) Selling with a cross face
 (B) Selling to Red Cross members
 (C) Selling to Blue Cross members
 (D) Selling across countries
 (E) Selling other products to existing customers
37. One of the following is not a function of Retail Banking
 (A) Accepting fixed deposits
 (B) Giving Home loans
 (C) Giving Education Loans
 (D) Joint ventures
 (E) None of these
38. Digital Marketing is—
 (A) A way of Direct Marketing
 (B) A way of Indirect Marketing
 (C) A strategy of the DSAs
 (D) All of these
 (E) None of these
39. Market segmentation helps in—
 (A) Identifying the target group
 (B) Focussed marketing
 (C) Improved lead generation
 (D) Only (A) and (B)
 (E) All (A), (B) and (C)
40. Only one of the following is true. Find the same—
 (A) Marketing is not required in a monopolistic situation
 (B) Marketing is not required in Public enterprises
 (C) Marketing depends on competitors' performance
 (D) Marketing has no role to play in production levels
 (E) Motivated employees do not require sales incentives
41. Price is an important factor for effective marketing. What are the other Ps ?
 (A) Product, Promotion and Place
 (B) Place, Persuasion and Promotion
 (C) Pride, Person and Place
 (D) Product, Paper and Person
 (E) None of these
42. Advertisements are required for—
 (A) Boosting the production levels
 (B) Motivating the employees
 (C) Boosting the sales
 (D) All of these
 (E) None of these
43. Sales forecasting involves study of—
 (A) Proper selling price
 (B) Sales planning
 (C) Distribution outlets
 (D) Consumer needs and demands
 (E) All of these

44. Market Research is needed for—
 (A) Choosing the right sales persons
 (B) Choosing the right products
 (C) Making proper marketing decisions
 (D) Deciding the sales incentives
 (E) None of these
45. Marketing is termed as successful, when—
 (A) There is a rise in the number of salemen
 (B) There is no need for post - sales service
 (C) There is no need to give discounts
 (D) There is rise in sales through more clients
 (E) Marketing is an ongoing process and hence, can never be successful
46. Marketing in Banks is required for—
 (A) Getting new customers
 (B) Retaining existing customers
 (C) Lending
 (D) Accepting of deposits
 (E) All of these
47. Service Marketing is the same as—
 (A) Relationship Marketing
 (B) Transaction Marketing
 (C) Internal Marketing
 (D) All of these
 (E) None of these
48. Market size means—
 (A) Size of marketing staff
 (B) Size of the Organisation
 (C) Scope for profits
 (D) Scope for marketing
 (E) All of these
49. Market share means—
 (A) Market price of shares
 (B) Sensex
 (C) Share market
 (D) Share of business among peers
 (E) Market volatility
50. Internal Marketing means—
 (A) Selling to oneself
 (B) Selling to the employees
 (C) Selling of samples
 (D) Selling to foreign markets
 (E) None of these

Answers

1. (A) 2. (D) 3. (D) 4. (B) 5. (C)
 6. (B) 7. (D) 8. (C) 9. (C) 10. (B)
 11. (D) 12. (C) 13. (E) 14. (C) 15. (C)
 16. (D) 17. (A) 18. (C) 19. (D) 20. (A)
 21. (E) 22. (E) 23. (B)
 24. (E) A 'Buyers' Market means supply exceeds demand. In this market a buyer may be king of the market. He may be a vital factor of market status.
 25. (B) 26. (C) 27. (C) 28. (D) 29. (E)
 30. (A) 31. (D) 32. (A) 33. (C) 34. (B)
 35. (E) 36. (E) 37. (D) 38. (A) 39. (A)
 40. (A) 41. (A) 42. (D) 43. (E) 44. (C)
 45. (D) 46. (E) 47. (A) 48. (D) 49. (D)
 50. (B)
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