

SRI KRISHNAVENI BANKING COACHING CENTRE

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MARKETING AWARENESS

- 1) The 'UPS' of a product denotes:
 - 1) Usefulness of the product
 - 2) Drawbacks of the product
 - 3) Main functions
 - 4) Number of allied products available
 - 5) High selling features of a product
- 2) Optimum result in marketing is possible through?
 - 1) Increased production
 - 2) More number of products
 - 3) More sales persons
 - 4) Motivated staff
 - 5) More ATMs
- 3) What does the acronym FMCG refers to?
 - 1) Frequent Market Consumption Goods
 - 2) Famous Manufacture Clothing goods
 - 3) Fast Moving consumer Goods
 - 4) Functional , Mid-rice, or Compulsory Goods
 - 5) None of these
- 4) A Direct Marketing Channel is sometimes referred to what type of Channel?
 - 1) Zero
 - 2) One
 - 3) Two
 - 4) Three
 - 5) None of these
- 5) Bank marketing refers to...?
 - 1) Identifying the most profitable markets now and in the future
 - 2) Assessing the present and future needs of the customers
 - 3) setting business development goals and making plans to meet them
 - 4) All of these
 - 5) None of these
- 6) Distribution channels carry out the following function except ?
 - 1) Physical distribution
 - 2) Fixing the price
 - 3) Matching the offer
 - 4) Risk taking
 - 5) None of these
- 7) What is the term 'DSA' means?
 - 1) Delivery staff Agency
 - 2) Direct supplier Agent
 - 3) Direct selling agent
 - 4) Distribution and supply agency
 - 5) None of these
- 8) Which one of the following is not a form direct marketing?
 - 1) Tele marketing
 - 2) Catalog retailing
 - 3) Direct mail
 - 4) Personal selling
 - 5) None of these
- 9) Which of the following is requires to a successful marketing person?
 - 1) Sympathy
 - 2) Empathy
 - 3) Insistence
 - 4) Aggressiveness
 - 5) Pride
- 10) The place where all the people who participate in or influence a purchase is known as?
 - 1)Market
 - 2) Buying centre
 - 3) selling centre
 - 4) Mall
 - 5) None of these
- 11) The Rate of sales growth declines in the _____ Stage of the product life cycle?
 - 1) Introduction
 - 2) Growth
 - 3) Maturity
 - 4) Decline
 - 5) None of these
- 12) Services have special characteristics namely _____ which affect their marketing process.
 - 1) Intangibility
 - 2) Inseparability
 - 3) Heterogeneity
 - 4) Perishability
 - 5) All of these
- 13) Rural marketing is not required because?
 - 1) Rural people do not understand marketing
 - 2) It's not practical from the cost point of view
 - 3) It is wastage of time
 - 4) All the above
 - 5) None of above
- 14) Post-sales activities include?
 - 1) Sales presentation
 - 2) Customer feedback
 - 3) Customer identification
 - 4) Customer empathy
 - 5) Product design
- 15) Firm that provides one or more of the marketing functions other than buying or selling are known as.....
 - 1) Intermediaries
 - 2) Corporate
 - 3) Facilitators
 - 4) Brokers
 - 5) None of these
- 16) Which of the following sentence is true ?
 - 1) Marketing is not required in a Buyer's Market
 - 2) Marketing is not required in a seller's Market
 - 3) Marketing is not required due to competition
 - 4) Marketing is not required due to liberalization
 - 5) Marketing is not required due to Globalization
- 17)Marketing in Banks has been necessitated due to ?
 - 1) Excess staff
 - 2) Nationalization of Banks
 - 3) Complacency among the staff
 - 4) Globalization
 - 5) Poor customer service
- 18) During the Maturity stage of the products, the profit margins will be ...
 - 1) Low
 - 2) high
 - 3) Rising
 - 4) nil
 - 5) Zero
- 19) Which of the following is are advantages of packing?
 - 1) It helps in increase in sales
 - 2) It adds to the use of product
 - 3) It helps in storage
 - 4) All the above
 - 5) None of these
- 20) The products a consumer needs, but is not willing to spend much time or efforts for shopping, are known as?

- 1) Industrial products 2) Luxury products
- 3) Convenience products 4) Hobbing product
- 5) None of these
- 21) Why incentives are paid to sales persons?
 - 1) For surpassing the targets
 - 2) for missing the targets
 - 3) For identifying the leads
 - 4) For designing the products 5) For travelling
- 22) Sales targets are fixed on the basis of ?
 - 1) Past experience 2) Time period
 - 3) Brand position 4) All the above
 - 5) None of these
- 23) Indirect marketing is same as?
 - 1) Onsite selling 2) Using a smart phone
 - 3) Viral marketing 4) Advertisement
 - 5) Online marketing
- 24) "Push" marketing style requires:
 - 1) Proper planning 2) Good pushing strength
 - 3) Team work
 - 4) Ability to identify the products
 - 5) Aggressive marketing
- 25) A brand name that is used for several products is known as...
 - 1) Common Brand 2) General Brand
 - 3) Generic Brand 4) Family Brand
 - 5) None of these
- 26) The act of obtaining a desired object from someone by offering something in return is called?
 - 1) Transaction 2) Exchange 3) Relationship
 - 4) value 5) None of these
- 27) Typing to sell the top of the demand curve at a high price before aiming at more price sensitive customers is known as
 - 1) Sieving pricing policy
 - 2) Skimming pricing policy
 - 3) Premium pricing policy
 - 4) Full line pricing policy 5) None of these
- 28) Setting price for a whole line of products is known as
 - 1) Wholesale pricing 2) Retail pricing
 - 3) Full-Line pricing
 - 4) Secondary pricing 5) None of these
- 29) Marketing is termed as successful, when?
 - 1) There is a rise in the number of sales persons.
 - 2) There is no need for post sales service
 - 3) There is no need to give discounts
 - 4) Marketing is an ongoing process and hence, can never be successful
 - 5) None of these
- 30) Service marketing is same as?
 - 1) Internal Marketing
 - 2) Transaction Marketing
 - 3) Relationship Marketing
 - 4) All of these 5) None of these

- 31) Setting an acceptable final consumer price and working backward to what a producer can charge is known as..?
 - 1) Demand Backward pricing
 - 2) Demand forward pricing
 - 3) Forward Integrated pricing
 - 4) All of these 5) None of these
- 32) 'Conversion ' in sales language means?
 - 1) Converting a buyer into a seller
 - 2) Converting a seller into a buyer
 - 3) Converting a prospect into a client
 - 4) All of these 5) None of these
- 33) Marketing is definitely required when?
 - 1) Demand exceeds supply
 - 2) Supply exceeds demand
 - 3) Supply equals demand 4) staff is in excess
 - 5) When there is a monopoly in market
- 34) Market segmentation means grouping which of the following?
 - 1) The sales terms
 - 2) The customers as per their needs and tastes
 - 3) Selling arrangements
 - 4) the counter staff 5) The back –office staff
- 35) Separating products into grades and qualities desired by different target markets is known as?
 - 1) Product Differentiation 2) Sorting
 - 3) Assortment 4) Product selection
 - 5) None of these
- 36) The best promotional tool in any marketing is:
 - 1) Pamphlets 2) Newsletters
 - 3) Regional advertisements 4) Viral marketing
 - 5) Word of mouth publicity
- 37) Motivation for sales person can be achieved through?
 - 1) Support from operation staff
 - 2) Continuous training and updating of knowledge
 - 3) High success rate of conversions
 - 4) Better sales incentives 5) All of these
- 38) The traditional marketing style involves?
 - 1) Sending e-mails 2) Tele-marketing
 - 3) SMS campaigns 4) Virtual marketing
 - 5) Door –to-door campaigns
- 39) Planning for retirement saving is a type of ?
 - 1) Banking Option 2) Stock Market Option
 - 3) Branding planning 4) Financial planning
 - 5) Mutual fund benefit
- 40) The format marketing Research project can be viewed as a series of steps called as....
 - 1) Research problem 2) Research project
 - 3) Research Process 4) Research Report
 - 5) None of these.
- 41) Service marketing is the same as?
 - 1) Internet marketing 2) telemarketing
 - 3) Internal banking 4) Relationship marketing
 - 5) Transaction marketing

- 42) Web marketing involves?
 1) Selling web cameras 2) Web advertisement
 3) E-mail chatting 4) Browsing the web
 5) Door-to –door canvassing
- 43) Market share can be increased by?
 1) Increasing the number of sales persons
 2) Increasing the sales volume
 3) Increasing the products
 4) Increasing production
 5) Rewriting profits
- 44) Financial planning is required when ?
 1) One has no income
 2) One is flushed with funds
 3) One has no expenses 4) One is illiterate
 5) Income level is insufficient to meet the expenses
- 45) Banks sell Insurance for?
 1) Increasing deposit
 2) Increasing loans 3) Increasing clients
 4) Earning more profits 5) 3 & 4
- 46) Customer Relationship Management (CMR) is?
 1) A pre-sales activity
 2) A tool for lead generation
 3) An ongoing daily activity
 4) The task of a DSA 5) All of the above
- 47) Find the correct statement ?
 1) Marketing is redundant in monopolistic companies
 2) Performance of salesperson depends on the amount of incentives paid
 3) Marketing is influenced by peer performance
 4) An increase in market share indicates fall in business volume
 5) A mission statement is part of the company's prospectus
- 48) Marketing in banks has been necessitated due to ?
 1) Globalization
 2) Increasing competition among Indian banks
 3) Nationalization of Banks
 4) Complacency Among the staff 5) a & b
- 49) 'Buyer Resistance' means?
 1) Buyer's interest in the product being sold
 2) Buyer fighting with the seller
 3) Buyer's hesitations in buying the product
 4) Buyer becoming a seller
 5) Buyer buying the product
- 50) Internal Marketing means?
 1) Marketing to self
 2) Marketing to family members
 3) Marketing to the staff members
 4) Marketing inside India
 5) Marketing outside India
- 51) A 'Call' in Marketing language means?
 1) Calling on a salesperson
 2) Calling on a customer
 3) Marketing a Phone –cell

- 4) Telemarketing 5) None of the above
- 52) To 'Close a Call' means?
 1) To end the conversation
 2) To put the Phone down
 3) To close the doors
 4) To put an end to a lead by converting it into sale or closing the lead if it is futile to continue efforts. 5) To close the business
- 53) Marketing segmentation can be resorted to by means of ?
 1) Segmenting by age
 2) Segmenting by income
 3) Segmenting geographically
 4) All of the above 5) None of the above
- 54) Forecasting demand means:
 1) Assessing whether the inventories are sufficient
 2) Transporting the goods to the final destination
 3) Assessment of the demand for the products.
 4) None of the above 5) all of the above
- 55) Diversification is useful for?
 1) Attracting more customers
 2) Retaining existing customer
 3) Increasing sales volume
 4) All of the above 5) None of the above
- 56) Sales promotion does not include..
 1) Building product Awareness
 2) creating Interest 3) Providing Information
 4) Designing new products
 5) None of the above
- 57) Through which of the following processes, motivation for sales persons can be achieved?
 1) High rate of conversion
 2) High level of incentives
 3) Continuous training and updation of Knowledge
 4) All the above 5) None of these
- 58) Generally, banks deliver their services through their branches. Which of the following is/ are the delivery channel(s) other than bank counters?
 1) Phone Banking 2) Mobile Banking
 3) Internet Banking
 4) Automated Teller Machines 5) All the above
- 59) Financial inclusion needs canvassing the accounts of?
 1) NRIs 2) HNIs
 3) Financial institutions 4) Housewives
 5) Persons below a specified income level
- 60) Post-sales activities include?
 1) sales presentation 2) Customer feedback
 3) Customer identification 4) customer apathy
 5) Product design
- 61) Market Research is needed for?
 1) Choosing the right sales persons
 2) Choosing the right product
 3) Making proper marketing decisions

- 4) Deciding the sales incentives
5) None of these
- 62) Which is the part of pre-planning?
1) Marketing Programme 2) Sales
3) profit and Expenses of the Organization
4) Market 5) All of these
- 63) The first step in direction of marketing was initiated by which bank?
1) Indian bank in 1965
2) Bank of India in 1970
3) Punjab National Bank in 1985
4) state Bank of India in 1972
5) None of these
- 64) which of the following is not the type of market planning?
1) Long range planning
2) Short range Planning
3) Back wash planning 4) Adhoc Planning
5) All of these
- 65) One of the activities given below is not a sales activity. Identify the same?
1) Making a call 2) After-sales service
3) Presentation 4) Negotiation
5) None of these
- 66) The term 'FTZ' stands for?
1) Free Trade Zone 2) Food Trade Zone
3) Foreign Trade Zone 4) Fiscal Trade Zone
5) Financial Trade Zone
- 67) Marketing is termed as successful, when :
1) there is a rise in the number of salesmen
2) There is no need for post sales services
3) There is no need to give discounts
4) There is rise in sales through more clients
5) Marketing is an ongoing process and hence. Can never be successful
- 68) Which of the following is a part of process of marketing control?
1) Marketing Budget
2) Marketing Cost Analysis
3) Forecasting
4) All of these 5) None of these
- 69) Obsolescence is the process of?
1) Deterioration
2) Becoming old and Non-Functional
3) Alteration 4) Changes 5) 1 & 2
- 70) Which is not the factor of sales Territory?
1) Economic Conditions 2) Demand of product
3) Winding up 4) Nature of the product
5) None of these
- 71) By which of the following means can a salesperson canvass a prospective customer effectively?
1) Tie –up with colleges
2) Door-to –door campaigns

- 3) Contacting via emails
4) All the above 5) None of the above
- 72) Market-Driven strategies include?
1) identifying Problems
2) Planning marketing tactics of peers
3) Positioning the Organization and its brands in the marketplace
4) Internal Marketing 5) Selling old products
- 73) Marketing is the Art of ?
1) Buying more
2) Selling more by customizing the products
3) playing more 4) Talking more 5) Only 1 and 2
- 74) Product is one of the 4 Ps of marketing mix defined by Mc carthy. The other three are :
1) Price, place , promotion
2) Price, Physical goods, people
3) Promotion ,processes, place
4) promotion, Physical goods, Processes
5) None of the above
- 75) What do you mean by innovation in marketing
1) Spirited motivation
2) Good communication skills
3) God negotiation skills
4) Novel methods of selling 5) None of these
- 76) Sales promotion is a tool of ?
1) Old concept of marketing
2) New concept of marketing
3) Accounting of marketing
4) Cost of marketing 5) Budget
- 77) 'Sense and Respond' concept is related with ?
1) Old marketing Concept
2) Social Marketing Concept 3) Product
4) Modern Marketing Concept 5) Profit
- 78) Which one of the following constitutes the largest percentage of Retail loans in India?
1) Auto loans 2) personal loans
3) personal overdrafts 4) Consumer loans
5) Home loans
- 79) Which of the following is the source of marketing development ?
1) products orientation 2) Sales orientation
3) Management Orientation
4) All of these 5) None of these
- 80) Which of the following is not a function of Retail Banking?
1) Joint ventures 2) Giving home loans
3) Accepting fixed deposits
4) Giving personal loans 5) None of these
- 81) Which one of the following is true?
1) Marketing is not required in a monopolistic situation
2) Marketing is not required in public enterprises
3) Marketing has depends on Competitors performance
4) Floating Income and Money Market Development Association
5) None of these

- 82) FIMMDA stands for?
- 1) Foreign Investment Markets and Derivatives market Association
 - 2) Fixed Income Money markets and Derivatives market Association
 - 3) Fixed Income and Money Markets Development Association
 - 4) Floating Income and Money Market development Association
 - 5) None of these
- 83) In present days, market is?
- 1) seller 2) Business 3) Government
 - 4) Law 5) Customer driven market
- 84) The Exchange function of Marketing involves?
- 1) Buying of product or services
 - 2) Assembling 3) Selling
 - 4) All of these 5) None of these
- 85) What do you mean by Social marketing?
- 1) Society bye-laws 2) Share market prices
 - 3) Marketing for a social cause
 - 4) Internet Marketing 5) None of these
- 86) Generation of sales leads can be improved by?
- 1) Product designs
 - 2) Engaging Recovery Agents
 - 3) Being Passive
 - 4) Increasing personal and professional contacts
 - 5) being very talkative
- 87) Marketing channels means?
- 1) Delivery objects 2) Sales targets
 - 3) Delivery outlets 4) Delivery boys
 - 5) Sales teams
- 88) What does CMR (Customer relationship management) means?
- 1) A tool for lead generation
 - 2) An ongoing daily activity
 - 3) The task of DSA 4) A pre-sales activity
 - 5) All of the above
- 89) Cross –selling is not effective for which one of the following products?
- 1) Debit cards 2) Saving accounts
 - 3) Internet banking 4) Pension loans
 - 5) personal loans
- 90) Customization means?
- 1) Special products to suit each customer
 - 2) Acquiring more customers
 - 3) More products per customers
 - 4) Regulating customers 5) All of the above
- 91) Which of the following is not an objective of pricing?
- 1) Profit
 - 2) Stabilizing demand and sales of the product
 - 3) Improvement in product quality
 - 4) Expansion of business 5) All of the above
- 92) Another name os semi finished product is ?
- 1) Work 2) Work in progress
 - 3) Progress of work 4) Slow progress
 - 5) None of the above
- 93) Global marketing is ?
- 1) The development of marketing strategies for the entire world or major regions of the world
 - 2) Performing marketing activities across national boundaries
 - 3) The creation of value and the exchange of value between countries
 - 4) Having firms with operations or subsidiaries located in many countries
 - 5) None of these
- 94) In marketing Cost Analysis seling Expenses are allocated according to.....
- 1) Size of Order 2) Customers 3) Territories
 - 4) Any of these 5) None of the above
- 95) Which internal factor can affect the pricing decision of enterprise?
- 1) Company's objective
 - 2) Company's brand image
 - 3) Nature
 - 4) marketing Channel
 - 5) All of the above
- 96) EMI can be marketing tool if?
- 1) EMI is Increasing 2) It is very high
 - 3) It is very low
 - 4) EMI has no impact on marketing
 - 5) EMI is a flat rate
- 97) Marketing Myopia is a state in which a marketer is ?
- 1) Preoccupied with product and selling and ignores customer
 - 2) Consumer Oriented 3) Sales Oriented
 - 4) All of these 5) None of the above
- 98) Different products remain in existence for a different limited period. This is called :
- 1) Product life cycle 2) Product life
 - 3) product maturity 4) Product decline
 - 5) Product growth cycle
- 99) Which of the following pricing methods are not based on competitors pricing?
- 1) English auction 2) Sealed but auction
 - 3) Going –rate pricing 4) Group pricing
 - 5) All of the above
- 100) Which of the following is not related to penetration price ?
- 1) Initial low price 2) Is a long term policy
 - 3) To capture the market in a gradual manner
 - 4) heavy advertisement & promotional expenditure necessary
 - 5) None of the above

- 101) A distribution channel has several __ points.
 1) Exchange 2) Distribution 3) Selling
 4) Buying 5) None of the above
- 102) When a Marketing Mix is tailored to suit some specific target customers, it is called.
 1) Specific Marketing 2) Target Marketing
 3) General Marketing
 4) Tailored Marketing 5) None of the above
- 103) The present value of a likely future income stream generated by an individual purchaser is
 1) Customer life time value
 2) Net rate of return
 3) Internet rate of return
 4) All of the above 5) None of the above
- 104) A Channel is a ___ Organ of Marketing
 1) Live 2) Lively 3) Sterile
 4) Lifeless 5) None of the above
- 105) Which of the following type of Marketing suitable to introduce a New product?
 1) Concentrated 2) Industrial 3) Target
 4) Synchro 5) None of the above
- 106) Life style Information helps to develop promotional strategies by.....?
 1) Giving a far more comprehensive profile of the target audience
 2) Indicating as to how the product or the service fits into people's life
 3) Giving a clue as to how people would respond to the given message
 4) Only 'a' & 'b' above 5) None of the above
- 107) Among the following forecasting techniques, which one is the Quantitative Method.....
 1) Panel Consensus 2) Rate on Interest
 3) Return on Internet 4) Rule on Investment
 5) None of these
- 108) ROI stands for
 1) Return on Investment 2) Rate on Interest
 3) Return on Internet 4) Rule on Investment
 5) None of these
- 109) In Green marketing, products are sold related with
 1) Blue color 2) Green packaging
 3) Polluted items 4) Eco-friendly
 5) Harmful products
- 110) In Marketing cost Analysis, selling Expenses are allocated according to?
 1) Size of Order 2) Customers 3) Territories
 4) Any of these 5) None of the above
- 111) Which of the following is not related to penetration price?
 1) Initial low price 2) Is a long term policy
 3) To capture the market in a gradual manner
 4) Heavy advertisement & promotional expenditure necessary
 5) None of the above
- 112) Which internal factor can affect the pricing decision of enterprise?
 1) Company's objective
 2) Company's brand image
 3) Nature 4) Marketing channel
 5) All of the above
- 113) Which of the following is buyer behavior?
 1) A technique of purchase
 2) A tool of advertising
 3) All psychological, social and physical behavior of potential customers as they become aware of evaluate purchase consume and tell other people about product and services
 4) All of these
 5) None of these
- 114) Match the growth stage of life cycle of the product ?
 1) Sales low: product making losses
 2) Sales pick up: Good profit
 3) Sales high : Good profit
 4) Sales pick up: product likely to break –even
 5) None of these
- 115) Which of the following is correct order in the product life cycle?
 1) Introduction, growth, decline, maturity
 2) Introduction maturity, growth, decline.
 3) Introduction, maturity, decline, growth
 4) Introduction, growth, maturity, decline
 5) None of the above
- 116) In retail banking, which of the following is the beginning point following is the beginning point of the marketing process?
 1) product itself 2) Product development
 3) product selling 4) Customer
 5) All of the above
- 117) The customer expects the banks to be willing to help them and provide prompt service. This falls Under which of the following customer expectation ?
 1) Care 2) Reliability
 3) Responsiveness 4) Assurance
 5) Respect
- 118) Marketing of Banking products is a / an.....
 1) Tangible marketing management practice
 2) Intangible marketing management practice
 3) Virtual marketing management
 4) All of these
 5) None of these
- 119) 'Make or Sell' concept is related with ?
 1) Old Marketing Concept
 2) Social marketing concept
 3) New Marketing Concept
 4) All of these
 5) None of these

- 120) Which of the following is the new marketing concept
- 1) Consumers satisfaction
 - 2) Marketing research
 - 3) Social obligation
 - 4) All of these
 - 5) None of these
- 121) Which one of the following is a deciding factor for the expansion of turnover of a Commercial Bank?
- 1) Price
 - 2) product
 - 3) Place
 - 4) promotion
 - 5) All of these
- 122) The unbranded and undifferentiated products are called?
- 1) Potential products
 - 2) Expected products
 - 3) Augmented products
 - 4) Generic products
 - 5) All of the above
- 123) Which is the most important factor for positioning a product ?
- 1) Unique selling proposition
 - 2) Customer's mind
 - 3) Advertisement and publicity
 - 4) All of these
 - 5) None of these
- 124) For the existence of a product, which of the following is not a threat ?
- 1) changing in the customer preferences
 - 2) Changing in the environment
 - 3) Competition
 - 4) None of these
 - 5) All of these
- 125) Marketing use 'Unique selling point' (USP) or 'Unique selling proposition' for?
- 1) Brining a new product
 - 2) product differentiation
 - 3) selling a product
 - 4) All of these
 - 5) None of these
- 126) New product idea is generated from?
- 1) In-house ideas of the employees associated with the product
 - 2) Market Research based on customer Expectation
 - 3) Suggestions solicited from staff members
 - 4) All of these
 - 5) None of these
- 127) Foreign banks, for their retail banking business, mainly make use of?
- 1) In house source
 - 2) Partial outsourcing
 - 3) End to end outsourcing based on Business model
 - 4) mostly outsourcing based on business model
 - 5) None of the above
- 128) P/V ratio stands for?
- 1) Product volume ratio
 - 2) Product value
 - 3) Profit Volume Ratio
 - 4) Product Variation
 - 5) None of these
- 129) What is the main feature of Marketing ? it is _____ oriented
- 1) demand
 - 2) production
 - 3) consumer
 - 4) Competition
 - 5) None of the above
- 130) The postal department charges a higher price for "Speed post" service compared to "ordinary postal" services. This can be classified as:
- 1) I degree discriminatory pricing
 - 2) II degree discriminatory pricing
 - 3) III degree discriminatory pricing
 - 4) Psychological pricing
 - 5) None of these
- 131) The product, the price, the promotional activities and the Distribution system are the four inputs, together known as _____ mix
- 1) Product
 - 2) Marketing
 - 3) Promotional
 - 4) Place
 - 5) None of the above
- 132) "Find wants and fill them" is a theme described in which concept.
- 1) Selling
 - 2) Marketing
 - 3) Product
 - 4) Production
 - 5) None of the above
- 133) Which among these is channel of Direct Marketing?
- 1) direct mail
 - 2) sales call
 - 3) Both a and b
 - 4) None of these
 - 5) All the above
- 134) modern Marketing Concept lays great importance on the freedom of the?
- 1) Producers
 - 2) seller
 - 3) Consumer
 - 4) Advertisert
 - 5) None of the above
- 135) Which of the following consists of Analyzing marketing opportunities. Developing marketing strategies & managing the marketing efforts.
- 1) Marketing Functions
 - 2) Marketing Process
 - 3) Marketing strategies
 - 4) Marketing Opportunities
 - 5) None of the above
- 136) Dell computers take orders from the customers directly through the internet and delivers the product to customer's doorstep. This is a combination of?
- 1) Zero level distribution & pull strategy
 - 2) Zero level distribution & push strategy
 - 3) Two level distribution & pull strategy
 - 4) None of these
 - 5) All the above
- 137) Which of the following characteristics is not related to the Services?
- 1) Tangible nature
 - 2) Intangible Nature
 - 3) Cannot be stored
 - 4) Heterogeneous
 - 5) none of the above
- 138) Which of the following element in the marketing mix is subject to legal control?
- 1) product
 - 2) Distribution
 - 3) promotional

- 4) price 5) None of the above
- 139) There are five main factors influencing channel section. They are product characteristics, market characteristic and....
- 1) Company competitor resources
 - 2) Consumer competitor behavior
 - 3) Consumer competitor consideration
 - 4) Company consumer behavior resources
 - 5) None of these
- 140) Research on analysis of sales potentials is covered under:
- 1) Research on product
 - 2) Research on market
 - 3) Research on promotions
 - 4) Research on sales Forecasting
 - 5) None of the above
- 141) The formal marketing research can be viewed as a series of steps called as Research
- 1) Design 2) Process 3) Problem 4) Report
 - 5) None of the above
- 142) 'Market Demand' is generally:
- 1) More than market potential
 - 2) Less than market potential
 - 3) Equal to market potential
 - 4) Fluctuating over and below market potential
 - 5) None of the above
- 143) Services are characterized by:
- 1) Absence of Inventory
 - 2) Perish ability
 - 3) Tangibility
 - 4) 1 and 2 above
 - 5) None of the above
- 144) 'Product Line & product Mix', the important Areas are covered by which of the following policy?
- 1) Product 2) Distribution 3) Promotion
 - 4) Price 5) None of the above
- 145) Introduction, Growth _____ & ___ are the four stages of product Life Cycle.
- 1) Maturity, saturation 2) Maturity, Decline
 - 3) Decline, Maturity 4) Saturation ,maturity
 - 5) None of the above
- 146) Sales promotion Measures are suitable to achieve ___ term goals?
- 1) Short 2) Medium 3) Medium-Long
 - 4) Long 5) None of the above
- 147) length, width, Depth & Consistency are the four Dimensions of?
- 1) Product Item
 - 2) product Line
 - 3) Product Mix
 - 4) Marketing Mix
 - 5) None of the above

- 148) Market can be classified into different types based on:
- 1) geographical area 2) Products
 - 3) Nature of transaction
 - 4) Volume of transaction 5) All the above
- 149) Which do not need focus on storage, productive packaging and transportation and Distribution channel?
- 1) Service marketing 2) Promotion Mix
 - 3) Inventory 4) None of these
 - 5) All the above
- 150) Which of the following is related to Brand name?
- 1) Term 2) Words 3) Letters
 - 4) Both 2 and 3 5) None of the above
- 151) A set of assets & Liabilities linked to a Brand is termed as:
- 1) Brand Mark 2) Brand Equity
 - 3) Brand Line 4) Brand Loyalty
 - 5) None of the above
- 152) A Brand or that part of the Brand which is Legally protected is called as ?
- 1) Trade Mark 2) Brand Equity
 - 3) Brand Name 4) Brand valuation
 - 5) None of the above
- 153) Marketing is a :
- 1) Political activity 2) legal Activity
 - 3) Socio-economic activity 4) All of the above
 - 5) None of these
- 154) Trademark is a name or mark which should be ?
- 1) Registered 2) Legalized 3) Franchised
 - 4) both 1 & 2 5) None of the above
- 155) Test Marketing is frequently used as:
- 1) Business Analysis
 - 2) Managerial Control Function
 - 3) Predictive Research Function
 - 4) All of these 5) None of the above
- 156) Which of the following is not a level of product?
- 1) Core 2) Augmented 3) Potential
 - 4) Fragmented 5) None of these
- 157) These days banks also use intermediaries to reach the target customers and to improve usage of their products..... is a /are such intermediaries.
- 1) Direct selling agents
 - 2) Merchants accepting cards
 - 3) Finance companies 4) All of the above
 - 5) None of these
- 158) Which type of market will be formed based on the volume of transaction ?
- 1) Retail Market 2) Wholesale Market
 - 3) Scattered market 4) 1 and 2
 - 5) None of these

159) Product research deals with the Analysis of ?

- 1) Demand & Supply
- 2) Product Line
- 3) Advertisement Effectiveness
- 4) Physical Distribution
- 5) None of the above

160) During which stage of the 'Product Life Cycle' profit are normally Negative or very Nominal:

- 1) Introduction
- 2) growth
- 3) Decline
- 4) Maturity
- 5) None of the above

161) Which of the following is a function packaging ?

- 1) Protection
- 2) Promotion
- 3) Convenience
- 4) All of these
- 5) None of the above

162) A promotion strategy which is directed at channel members to induce them to purchase the product and sell them to the final Consumer is called:

- 1) Promotion strategy
- 2) Marketing strategy
- 3) Selling strategy
- 4) Push strategy
- 5) Pul strategy

163) Modern management of business enterprises Recognizes the importance of:

- 1) Customer satisfaction
- 2) Entrepreneur wealth and health
- 3) Worker's welfare activities
- 4) Taxation authorities
- 5) None of the above

164) Product Mix is the focus of Marketing and _____ Efforts.

- 1) Making
- 2) Producing
- 3) Innovating
- 4) Manufacturing
- 5) None of the above

165) Penetration pricing means:

- 1) Product penetration into markets to hold a position
- 2) Adopting low prices in the initial stages
- 3) Both 1 & 2
- 4) Only 2
- 5) None of the above

Confidence and hard work is the best medicine to kill the disease called 'Failure', It will make you a Successful person.

A.P.J.Abdul Kalam

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SRI KRISHNA VENI BANKING COCHING CENTRE KEY SHEET (Marketing Awareness)

1) 5	2) 4	3) 3	4) 1	5) 4	6) 2	7)3	8)4	9) 2	10) 2
11) 3	12)5	13)5	14) 2	15)2	16) 2	17)4	18) 3	19)4	20) 3
21)3	22)4	23)4	24)5	25)4	26)2	27)2	28)3	29)4	30)3
31)1	32)3	33)2	34)2	35)2	36)5	37)5	38)5	39)4	40)3
41)4	42)2	43)2	44)5	45)5	46)2	47)2	48)5	49)3	50)3
51)2	52)4	53)4	54)3	55)4	56)4	57)4	58)5	59)5	60)2
61)3	62)1	63)4	64)5	65)2	66)1	67)4	68)4	69)5	70)3
71)4	72)1	73)2	74)1	75)4	76)2	77)4	78)5	79)4	80)1
81)4	82)2	83)5	84)4	85)3	86)4	87)3	88)4	89)4	90)1
91)4	92)2	93)1	94)4	95)5	96)3	97)1	98)1	99)4	100)4
101)1	102)2	103)1	104)1	105)1	106)4	107)3	108)1	109)4	110)4
111)4	112)5	113)3	114)4	115)4	116)1	117)3	118)2	119)1	120)4
121) 5	122) 4	123)2	124)4	125)2	126)4	127)4	128)3	129)3	130)2
131)2	132)2	133)3	134)3	135)2	136)1	137)1	138)4	139)1	140)2
141)2	142)4	143)4	144)1	145)2	146)4	147)3	148)3	149)1	150)4
151)2	152)1	153)3	154)4	155)4	156)4	157)4	158)4	159)2	160)1
161) 4	162)4	163)1	164)1	165)3					