

Principles Of Marketing
B.Com IT-I Question Bank

1 “Marketing is the delivery of standard.” This definition is of:

- (a) Philip Kotler
- (b) William J. Stanton
- (c) Paul Mazur
- (d) Hansen

2, “Marketing comprises both buying and selling activities.” This definition is of:

- (a) Pyle
- (b) Clark and Clark
- (c) Hansen
- (d) St. Thomas

3, “Marketing is the fundamental business philosophy.” statement is given by:

- (a) Thomas
- (b) Borch
- (c) Brech
- (d) Stanton

4, The advantage of marketing is to:

- (a) Consumers
- (b) Businessmen
- (c) Manufactures
- (d) All of above

5, The basic objective of marketing function is to link:

- (a) Producers & consumer
- (b) Wholeseller & retailer
- (c) Producer & retailer
- (d) Producer & advertiser

6, For business, marketing is:

- (a) Compulsory
- (b) Necessary
- (c) Unnecessary
- (d) Luxury

7, Money spent on marketing is:

- (a) Wastage
- (b) Unnecessary expenditure
- (c) Burden on the customers
- (d) Investment

8, Marketing expenditure is a burden:

- (a) On industry
- (c) On consumers
- (b) On businessmen
- (d) None of them

9, Marketing Institutions include:

- (a) Producer and Manufactures
- (b) Middleman
- (c) Facilitating agencies
- (d) All of the above

10, Which is not the function of marketing:

- (a) Sales
- (b) Purchases
- (c) Education
- (d) Transportation

11, Macro marketing was introduced by:

- (a) Taylor
- (b) Stanton
- (c) Philip Kotler
- (d) R. Myre

12, Marketing concept is:

- (a) Production-oriented
- (b) Sales-oriented
- (c) Customer-oriented
- (d) All above

13, Importance of marketing concept is for:

- (a) Society
- (b) Consumers
- (c) Producers
- (d) All above

14, "The marketing concept is customer orientation backed by integrated marketing aimed at generating customer satisfaction as the key to satisfying organisational goals." This statement is of:

- (a) Philip Kotler
- (b) William J. Stanton
- (c) Cundiff Still and Govoni
- (d) Clark & Clark

15, Utility concept of marketing has been given by:

- (a) Paul Mazur
- (b) Philip Kotler
- (c) Richard Buskirk
- (d) Clark & Clark

16, Neglect of marketing is one of the main factors which keeps an economy under developed, are the views of:

- (a) R.S. Davar
- (b) Petr F. Drucker
- (c) Philip Kotler
- (d) None of the above

17, Marketing 'is the performance of business activities that direct the flow of goods and services from producer to consumer or user.' Who quoted this statement?

- (a) H.L. Hanson
- (b) Prof. Malcom Mc Nair
- (c) Clark and Clark
- (d) American Marketing Association

18, Marketing starts from:

- (a) Consumer
- (b) Production
- (c) Sales
- (d) None of these

19. Marketing mix for products consists of_____.

- A. 4Ps
- B. 7Ps
- C. 8Ps
- D. 5Ps

20. Marketing mix is suggested by_____.

- A. Philip Kotler
- B. Neil Borden
- C. Peter Drucker
- D. Neil Armstrong

21. _____ are the key elements of promotion mix.

- A. Advertising and Sales Promotion
- B. Publicity and Public Relations
- C. Direct Marketing and Personal Selling
- D. All of the above

22. Marketing mix for services includes_____.

- A. 4Ps
- B. 7Ps
- C. 8Ps
- D. 5Ps

23. _____ is not a part of marketing mix.

- A. Product
- B. Purpose
- C. Place
- D. Price

24. The term marketing mix describes _____

- A. a composite analysis of all environmental factors inside and outside the firm.
- B. a series of business decisions that aid in selling a product.
- C. the relationship between a firm's marketing strengths and its business weaknesses.
- D. a blending of strategic elements to satisfy specific target markets.

25. Which of the following marketing mix activity is most closely associated with newsletters, catalogues and invitations to organization-sponsored events?

- A. Pricing
- B. Promotion
- C. Distribution
- D. Product

26. _____ is the father of Modern Marketing.

- A. Abraham Maslow
- B. Lester Wunderman
- C. Peter Drucker
- D. Philip Kotler

27. Marketing is a process which aims at _____

- A. Production
- B. Profit-making.
- C. The satisfaction of customer needs
- D. Selling products

28. The term marketing refers to _____

- A. Advertising, Sales Promotion, Publicity and Public Relational activities
- B. A new product needs ideas, Developments, concepts and improvements.
- C. Sales Planning, Strategy and Implementation

D. A philosophy that stresses customer value and satisfaction.

29. In the history of marketing, when did the production period end?

A. In the late 1800s.

B. In the early 1900s.

C. In the 1920s.

D. After the end of the Second World War.

30. The best Definition of Marketing given by Philip Kotler is _____

A. Marketing is the process by which companies create value for customers & build strong customer relationships in order to capture value from customers in return.

B. Marketing is a societal process by which individuals & groups obtain what they need & want through creating offering & freely exchanging products & services of value with others.

C. Marketing is the activity, set of institutions & processes for creating, communicating, delivering & exchanging offerings that have value for customers, clients, partners & society at large.

D. None of the above

31. Marketing is the activity, set of _____ & processes for creating, communicating, delivering & exchanging offerings that have value for customers, clients, partners & society.

A. Institutions

B. Organizations

C. Companies

D. Enterprises

32. The key term in the American Marketing Association's definition of marketing is:

A. Activity

B. Sales

C. Products

D. Value

33. The most formal and best definition of marketing is _____

A. An organizational function and a set of process for creating, communicating and delivering, value to customers and that benefit the organization.

B. Improving the quality of life for consumers by selling them products and services.

C. Marketing is all about Meeting needs profitability i.e. identifying & fulfilling consumer needs.

D. Marketing is an organizational function includes the 4Ps i.e product, place, price and promotion.

34. Marketing is _____, there is a constant tension between the formulated side of marketing and the management side.

A. An art

B. A Science

C. Both an "art" and a "science"

D. Selling

35. Today, marketing must be understood in a new sense that can be characterized as _____

A. Get there first with the most.

B. Management of youth demand.

C. Satisfying customer needs.

D. Telling and selling.