



INDIAN SCHOOL AL WADI AL KABIR  
DEPARTMENT OF COMMERCE  
**REVISION MCQ's: MARKETING**

1. With which element is exchange mechanism related?
  - (a) Publicity
  - (b) Marketing
  - (c) Advertising
  - (d) Branding
2. Which one of the following factors is not relevant to price fixation?
  - (a) Obtaining market leadership
  - (b) Age of an organisation
  - (c) Value for money
  - (d) Product differentiation
3. \_\_\_\_\_ ensures that products reach the ultimate customers from the manufacturers.
  - (a) Selling
  - (b) Marketing
  - (c) Physical distribution
  - (d) Sales promotion
4. Mahesh is planning to launch an online education portal. In order to understand the varied needs of the students, she conducted an online survey. Based on the feedback of the survey, she had decided to offer educational packages to the prospective buyers. Identify the type of Marketing concept been described in the given line.
  - (A) product concept.
  - (B) production concept
  - (C) Marketing concept.
  - (D) societal Marketing concept.
5. Which of the following is a feature of marketing process?
  - (A) satisfying needs and want of the consumers.
  - (B) creating a market offering

(C) developing and exchanging mechanism

(D) All of the above

6. Which component of product mix provides status symbol as the advantage to customer?

A) labelling.

B) branding

C) packaging.

D) none of these

7. It is necessary that goods and services must be made available to the consumers at the right place, in the right quality and at right time. Identify the concerned elements of marketing mix.

A) product mix.

B) price mix

C) place mix.

D) promotion mix

8. Mohan is engaged in the manufacturing of refrigerators. He surveyed the market and found that customers need a refrigerator with a separate provision of water cooler in it. He decided and launched the same refrigerator in the market. Identify the marketing philosophy involved.

A) Marketing concept.

B) selling concept

C) product concept.

D) production concept

9. Raman is a wholesaler of food grains. He categorises his stock into different groups on the basis of their quality and also fixes up the prices accordingly. Identify the type of marketing function being mentioned in the given lines.

A) physical distribution

B) transportation

C) warehousing

D) standardization and grading

10. In order to improve upon its competitive edge, Khushboo Ltd. has changed the packaging of its hair care products. They are now available in customer friendly design, which has a nozzle attach to the lid so that at the time of usage, the consumer doesn't need to open the cap of the bottle. Name the marketing function being explained in the given lines.

A) product design and development

B) customer support services.

C) promotion.

D) physical distribution

11. Vinny refused to buy an insulated lunch box for Rs.1500 as she felt that the real worth of the product was much less than its monetary value. Identify the factor related to pricing decision being described in the given case.

- (a) Cost of the product
- (b) The utility and demand
- (c) Government and legal regulations
- (d) Pricing objectives

12. Under which of the following conditions is a marketer not likely to fix the price of his products at higher end?

- (a) When the product is unique in terms of packaging, product difference and product differentiation
- (b) When he wants to attain market share leadership
- (c) When he faces high degree of competition
- (d) When the demand for the product is low

13. While reading the label of a pack of aluminium foil, Rohan discovered that the product was manufactured at Hyderabad but was available for sale in many states across the country. Identify the function of marketing which has made this possible.

- (a) Warehousing
- (b) Standardization and grading
- (c) Transportation
- (d) Warehousing

14. Assertion (A): A company should not produce anything (say drugs), just to satisfy a consumer.

Reason (R): As per societal Marketing concept, any activity which satisfies human needs but is detrimental to the interest of society at large cannot be justified.

- (a) Both assertion (A) and reason ( R ) are correct.
- (b) Assertion (A) is wrong but reason (R) is correct.
- (c) Assertion (A) is correct but reason ( R ) is wrong.
- ( d ) Both assertion ( A ) and Reason ( R ) wrong

15. Assertion (A ): companies like Samsung, Motorola , redmi etc. Price their products without considering the price set by competitors' firms.

Reason ( R ) : They help in ascertaining price only on the basis of worth of their product, product cost, pricing objectives etc.

- ( a ) Both assertion ( A ) and reason ( R ) are correct.
- ( b ) Assertion (A) is wrong but reason (R ) is correct.
- ( c ) Assertion ( A ) is correct but reason ( R ) is wrong.
- ( d ) Both assertion ( A ) and Reason ( R ) wrong

16. Assertion (A); Utility and Demand affect the price of a product.

Reason (R): utility provided by the product and the intensity of demand of the buyer sets the upper limit of price.

- (a) Both A and R are true. R is the correct explanation of A
- (b) Both A and R are true, but R is not the correct explanation of A
- (c) A is correct, but R is incorrect
- (d) A is incorrect, but R is correct
- (e) Both A and R are incorrect

17. Assertion (A) : Government can declare a product as essential product and regulate its price.

Reason (R): In order to protect the interest of public against unfair practices in the field of price fixing.

- (a) Both A and R are true. R is the correct explanation of A
- (b) Both A and R are true, but R is not the correct explanation of A
- (c) A is correct, but R is incorrect
- (d) A is incorrect, but R is correct
- (e) Both A and R are incorrect.

18. Assertion (A): There are broadly three types of costs: Fixed Costs, Variable Costs and Semi Variable Costs. Reason

( R ) : One of the most important factor affecting price of a product or service is its cost.

- (a) Both A and R are true. R is the correct explanation of A
- (b) Both A and R are true, but R is not the correct explanation of A
- (c) A is correct, but R is incorrect
- (d) A is incorrect, but R is correct
- (e) Both A and R are incorrect.

## Case Study Questions

“IBF” washing machine manufacturing company is a renowned company for marketing washing machine. It performs various activities like, market analysis, product designing or merchandising, packaging, warehousing, branding, pricing, promotion and selling. The company maintains good customer relations through various follow up activities. This helps the company in procuring repeated sales orders.

19. Name the concept related to the activities mentioned in the above paragraph.

(a) Marketing (b) Selling (c) Branding (d) None of the above

20. Identify the features of the concept identified in Q19

( a) Needs and wants (b) Creating a market offering ( c ) Exchange mechanism ( d ) All of the above

‘Masala mix’ is a famous chain selling a large variety of products in the Indian market. Their products include chips, biscuits, sweets and squashes. It charges comparatively higher price than its competitors as it sells quality products. Besides, it offers discount to its customers and easy credit terms to its retailers on regular basis. It has five of its own retail shops. It also sells its products through various grocery stores so that the products are made available to customer at right place, in the right quality and at the right time. It regularly uses different communication tools to increase its sales. But it is also concerned about the impact as the potential consumers or the prospect buyers who could not be delivered the message. So, there is one scheme the company has decided to launch where chips will be provided with an additional cold drink for a particular time period. It not only satisfies its consumers but also provides employment to handicapped people.

21. The above para describe the combination of variables used by Masala Mix to prepare its market offering. The combination of variables used by Masala Mix to prepare its market offer is termed as.....

( I ) Promotion mix ( II ) Sales mix ( III ) Marketing mix ( IV ) Price mix.

22. “It also sells its products through various grocery stores so that the products are made available to the consumers at the right place, in the right quantity and in the right time” Identify the element of marketing mix stated above.

( I) product ( II) price ( III) Place ( IV) Promotion

Unilever has found a new way to make ice creams by using an ingredient called ‘ice structuring protein’ which is widely found in nature especially, in fishes which allows them to survive in freezing arctic waters. Combining ISP with stabiliser technology allows making ice creams that don’t melt so easily thereby making it more convenient for small children and consumers in hot countries.

23. In the context of above case identify the component of marketing mix being taken into consideration by the company.

(i) Place (j) price (k) promotion (l) product

24. Explain briefly the function of marketing highlighted here.

- (a) Product designing and development
- (b) Packaging and labelling
- (c) Marketing planning
- (d) Gathering and analysing marketing information

25. Which one of the following is not a marketing mix?

- (a) Product
- (b) Physical distribution
- (c) Product pricing
- (d) Production process

26. Marketing is called a \_\_\_ process because it involves interaction of buyers and sellers.

- (a) Economic
- (b) Social
- (c) Legal
- (d) Political

27. Under which of the following situations is a company not likely to fix a lower price for its product?

- (a) When the competition has introduced a substitute product
- (b) If the demand for a product is inelastic
- (c) When the company wants to attain market share leadership
- (d) When the demand for the product is low

28. \_\_\_\_\_ concept is based on those companies who believe in this philosophy that quality of goods or services of good standard can easily attract customers.

- (a) Marketing concept
- (b) Production concept
- (c) Product concept
- (d) Selling concept

29. \_\_\_\_\_ is the process of classification of products into different groups on the basis of some of its important characteristics.

- (a) Grading
- (b) Packaging
- (c) Standardization
- (d) Branding

30. Harshit is planning a start up a venture for offering mobile pet care services at door step. He has decided to charge ₹1000 for heated hydrobath & blow dry of a pet and Rs. 500 for shampoo and conditioning. Identify the element of marketing mix which is not being described in the above case.

- (a) Product
- (b) Place
- (c) Price
- (d) None of the above