

ICSE SEMESTER 1 EXAMINATION
SPECIMEN QUESTION PAPER
COMMERCIAL APPLICATIONS

Maximum Marks: 50

Time allowed: One hour (inclusive of reading time)

ALL QUESTIONS ARE COMPULSORY.

The marks intended for questions are given in brackets [].

Select the correct option for each of the following questions.

Question 1

Who defined market as “A market is the set of all actual and potential buyers of a product”? [1]

1. Neil Borden
2. Neilsen
3. Philip Kotler
4. Stephen Morse

Question 2

This P is not a part of the 7Ps of marketing mix? [1]

1. Promotion
2. Price
3. People
4. Purpose

Question 3

Which among the following serves as the most common source of leads generation for any company? [1]

1. Yellow pages
2. Green pages
3. White pages
4. Blue pages

Question 4

In which stage of marketing is consumer considered as the king? [1]

1. Production oriented stage
2. Sales oriented stage
3. Product oriented stage
4. Marketing oriented stage

Question 5

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: [1]

1. Going-rate pricing
2. Market penetration pricing
3. Value based pricing
4. Skimming pricing

Question 6

A reduction in price on purchase during a stated period of time is known as: [1]

1. Sale
2. Discount
3. Allowance
4. None of these

Question 7

Which among these is concerned with pricing policies for late entrants to a market? [1]

1. Market penetration
2. Marketing research
3. Market skimming
4. Marketing skills

Question 8

Which among these is not the nature and characteristic of a service? [1]

1. Intangibility
2. Durability
3. Variability
4. Perishability

Question 9

Marketing mix for products consists of _____. [1]

1. 4Ps
2. 7Ps
3. 8Ps
4. 5Ps

Question 10

_____ are the key elements of promotion mix. [1]

1. Advertising and Sales Promotion
2. Publicity and Public Relations
3. Direct Marketing and Personal Selling
4. All of the above

Question 11

Marketing mix for services include _____. [1]

1. 4Ps
2. 7Ps
3. 8Ps
4. 5Ps

Question 12

_____ is not a part of marketing mix. [1]

1. Product
2. Purpose
3. Place
4. Price

Question 13

Which of the following marketing mix activity is most closely associated with newsletters, catalogues and invitations to organization-sponsored events? [1]

1. Pricing
2. Promotion
3. Distribution
4. Product

Question 14

New product development starts with which one of the following steps of new product development? [1]

1. Idea screening
2. Idea generation
3. Test marketing
4. Concept testing

Question 15

Marketing is a process which aims at _____. [1]

1. Production
2. Profit-making.
3. The satisfaction of customer needs
4. Selling products

Question 16

In the history of marketing, when did the production period end? [1]

1. In the late 1800s.
2. In the early 1900s.
3. In the 1920s.
4. In the 1960s

Question 17

The key term in the American Marketing Association's definition of marketing is: [1]

1. Activity
2. Sales
3. Products
4. Planning and executing the conception.

Question 18

Marketing is _____, there is a constant tension between the formulated side of marketing and the management side. [1]

1. An art
2. A Science
3. Both an "art" and a "science"
4. Selling

Question 19

Today, marketing must be understood in a new sense that can be characterized as _____ [1]

1. Get there first with the most.
2. Management of youth demand.
3. Satisfying customer needs.
4. Telling and selling.

Question 20

_____ is the act of obtaining a desired object from someone by offering something in return. [1]

1. Marketing Myopia
2. Selling
3. Exchange
4. Delivery

Question 21

A place where goods are bought and sold against the price consideration between the buyers and the sellers is called _____. [1]

1. Exchange
2. Market
3. E-commerce
4. Transaction

Question 22

_____ involves transfer of ownership of the goods. [1]

1. Selling
2. Assembling
3. Buying
4. Assembling & Buying

Question 23

_____ is not a type of Marketing Concept. [1]

1. The production concept
2. The selling concept
3. The societal marketing concept
4. The Supplier Concept

Question 24

_____ deals with the specification of the actual good or service and how it relates to the target customer. [1]

1. Price aspect
2. Product aspect
3. Promotion aspect
4. Place aspect

Question 25

_____ is the best promotion tool in any type of marketing. [1]

1. Creativity
2. Communication
3. Tele calling
4. Publicity

Question 26

Which of the following is the mode of pricing technique? [1]

1. Cost plus
2. Market skimming
3. Market penetration
4. All of these

Question 27

“Place” in 4Ps mean same as: [1]

1. Promotion
2. People
3. Distribution
4. Demand

Question 28

Setting a low initial price to attract a large number of buyers quickly and cover the large market share is known as [1]

1. Skimming pricing
2. Going-rate pricing
3. Value based pricing
4. Penetration pricing

Question 29

Advertising is: [1]

1. A method of mass communication
2. Paid communication
3. Non-Personal
4. All of the above

Question 30

A favourable image of the organization is built by _____. [1]

1. Informative Advertising
2. Persuasive Advertising
3. Institutional Advertising
4. Marketing

Question 31

Identify the advantage of Advertising to the Manufacturer: [1]

1. Creates demand
2. Promotes healthy competition
3. Educates consumers
4. Makes shopping easier

Question 32

Primary Demand Advertising is also known as: [1]

1. Concept Advertising
2. Reminder Advertising
3. Institutional Advertising
4. None of the above

Question 33

In Advertising, the advertiser _____.

[1]

1. Has to pay the buyer
2. Has to pay the media owners
3. Need not pay the media owners
4. Both 1 and 2

Question 34

In Publicity, the message originates from _____.

[1]

1. Media
2. Public
3. Buyer
4. Manufacturer

Question 35

In Publicity, _____ has/have control over the contents and timing.

[1]

1. Media
2. Public
3. Buyer
4. Manufacturer

Question 36

What form of media can be used to reach illiterate people?

[1]

1. Newspapers
2. Radios
3. Direct Mail
4. Billboards

Question 37

Find the odd one out.

[1]

1. Posters
2. Billboards
3. Neon signs
4. Letters

Question 38

Online advertising provides a _____ audience. [1]

1. Regional
2. Global
3. National
4. Local

Question 39

What makes a product acceptable to consumers faster than any other technique of promoting sales? [1]

1. Sales Promotion
2. Radio
3. Advertising
4. Publicity

Question 40

In Publicity, _____ message is designed to inform the public. [1]

1. Concept
2. Persuasive
3. Informative
4. Reminder

Question 41

Advertising _____. [1]

1. Raises the standard of living.
2. Generates employment.
3. Adds to art and culture.
4. All of the above.

Question 42

Which of the following is an element of Distribution Mix? [1]

1. Salesmanship
2. Discount
3. Storage
4. Services

Question 43

Sales by inspection is necessary when the goods are of _____ nature. [1]

1. Standardised
2. Non- Standardised
3. Non-Perishable
4. All of the above

Question 44

Selling aims at _____. [1]

1. Product planning
2. Product distribution
3. Product promotion
4. Maximization of profit

Question 45

The main purpose of sales promotion is _____. [1]

1. Inform customer about the product.
2. Create goodwill
3. Obtain spot buying
4. Create long term Demand

Question 46

The cost of sales promotion per unit is _____. [1]

1. Low
2. High
3. At par
4. None

Question 47

What is the principle of Selling? [1]

1. Profit through customer satisfaction
2. Profit through sales volume
3. Caveat emptor
4. Caveat vendor

Question 48

Personal selling is: [1]

1. Selective
2. Flexible
3. Mutually Beneficial
4. All of the above

Question 49

Choose the correct Selling Concept [1]

1. Factory › Products › Selling and Promotion › Profit
2. Factory › Selling and Promotion › Profit › Product
3. Factory › Selling and Promotion › Product › Profit
4. Selling and Promotion › Factory › Product › Profit

Question 50

J. D. Power and Associate is the motor industry's benchmark for judging the quality of new motor vehicles. Lexus and Porsche lead the luxury brands while Toyota, Honda and Hyundai dominate among the mass market brands. These companies tend to use the J.D. Power and Associate ratings in their marketing. [1]

From the above case study answer the following:

Lexus and Porsche come under which pricing strategy as mentioned below:

1. Luxury Strategy
2. Parity Pricing Strategy
3. Skimming Strategy
4. Aggressive Pricing Strategy