

PROVISIONAL ANSWER KEY

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Question1:-Which cooperative principle was added by the International Cooperative Alliance in 1995?

- A:-Open Membership
- B:-Cooperation among cooperatives
- C:-Concern for community
- D:-Democratic management

Correct Answer:- Option-C

Question2:-The surplus of a cooperative society is generally distributed as

- A:-Royalty
- B:-Patronage dividend
- C:-Bonus shares
- D:-Commission

Correct Answer:- Option-B

Question3:-The Karve Committee is associated with

- A:-Industrial policy
- B:-Rural credit
- C:-Small-scale and village industries
- D:-Railway reforms

Correct Answer:- Option-C

Question4:-The founders of modern cooperation are known as:

A:-Owenites

B:-Rochdale Pioneers

C:-Fabianists

D:-Guild Socialists

Correct Answer:- Option-B

Question5:-Who appoints auditors in cooperative societies?

A:-Members only

B:-Government authority

C:-Private companies

D:-Foreign investors

Correct Answer:- Option-B

Question6:-Cooperative audit ensures:

A:-Accountability

B:-Secrecy

C:-Monopoly control

D:-Market distortion

Correct Answer:- Option-A

Question7:-The scope of cooperative audit is:

A:-Very narrow

B:-Wide and comprehensive

C:-Only financial

D:-Only political

Correct Answer:- Option-B

Question8:-The administrative head of cooperative audit system is:

A:-Auditor General

B:-Registrar

C:-Chairman of company

D:-Bank manager

Correct Answer:- Option-B

Question9:-Audit fee is usually calculated on the basis of:

A:-Profit only

B:-Turnover or working capital

C:-Number of members

D:-Marketing area

Correct Answer:- Option-B

Question10:-Which committee is associated with cooperative credit reforms in India?

A:-Narasimham Committee

B:-Mehta Committee

C:-Vaidyanathan Committee

D:-Rangarajan Committee

Correct Answer:- Option-C

Question11:-The head of the Co-operative Department at the State level in Kerala is the

A:-District Collector

B:-Registrar or Co-operative Societies

C:-Finance Secretary

D:-Chief Secretary

Correct Answer:- Option-B

Question12:-The officer responsible for supervision of societies at the Taluk level is the:

A:-Joint Registrar

B:-Assistant Registrar

C:-Sub Registrar

D:-Deputy Registrar

Correct Answer:- Option-B

Question13:-Functional Registrars are appointed mainly for:

A:-Conducting Elections

B:-Co-operative Tax Collection

C:-Sector-specific co-operative administration

D:-Co-operative audit

Correct Answer:- Option-C

Question14:-Separation of administration from audit mainly helps to:

A:-Increase tax revenue

B:-Reduce membership

C:-Ensure independent audit

D:-Close societies

Correct Answer:- Option-C

Question15:-Which Officer heads the General Wing at the district level?

A:-Assistant Registrar

B:-Joint Director (Audit)

C:-Deputy Registrar

D:-Joint Registrar (General)

Correct Answer:- Option-D

Question16:-The supreme authority of a co-operative society is the:

A:-General Body

B:-Registrar

C:-Managing Director

D:-Audit Committee

Correct Answer:- Option-A

Question17:-The executive body responsible for day-to-day administration of a co-operative society is the:

A:-General Body

B:-Management Committee

C:-Audit Team

D:-Government Committee

Correct Answer:- Option-B

Question18:-Internal rules framed for the management of a co-operative society are called:

A:-By-laws

B:-Policies

C:-Circulars

D:-Agreements

Correct Answer:- Option-A

Question19:-Which of the following is a right of a member of a co-operative society?

A:-Right to dissolve the society alone

B:-Right to vote

C:-Right to avoid audit

D:-Right to appoint auditors directly

Correct Answer:- Option-B

Question20:-Co-operative accounting mainly emphasizes:

A:-Maximum profit

B:-Export trade

C:-Foreign exchange

D:-Service to members

Correct Answer:- Option-D

Question21:-What is the process of legally closing a co-operative society called?

A:-Amalgamation

B:-Winding up

C:-Reconstruction

D:-Auditing

Correct Answer:- Option-B

Question22:-Who is responsible for conducting the liquidation process of a co-operative society?

A:-Auditor

B:-Secretary

C:-Liquidator

D:-President

Correct Answer:- Option-C

Question23:-Which of the following is associated with the final termination of a co-operative society?

A:-Audit

B:-Dissolution

C:-Election

D:-Arbitration

Correct Answer:- Option-B

Question24:-What happens to the records of a society after winding up?

A:-They are ignored

B:-They are sold publicly

C:-They are disposed of according to rules

D:-They are transferred to members

Correct Answer:- Option-C

Question25:-Cancellation of registration occurs after:

A:-Election

B:-Audit

C:-Dissolution

D:-Arbitration

Correct Answer:- Option-C

Question26:-What does PACS stand for?

A:-Primary Agricultural Credit Society

B:-Public Agricultural Cooperative Society

C:-Primary Agro Consumer Society

D:-Public Agro Credit Service

Correct Answer:- Option-A

Question27:-Which institution supports agricultural and rural development in India?

A:-RBI

B:-SIDBI

C:-NABARD

D:-LIC

Correct Answer:- Option-C

Question28:-Which of the following is a co-operative sector in Kerala?

A:-Fishery cooperatives

B:-Railway cooperatives

C:-Airport cooperatives

D:-Telecom cooperatives

Correct Answer:- Option-A

Question29:-Which cooperative institution was formed by merging district co-operative banks in Kerala?

A:-NABARD

B:-Kerala Bank

C:-RBI

D:-SIDBI

Correct Answer:- Option-B

Question30:-Which among the following is related to industrial co-operatives?

A:-Coir

B:-Insurance

C:-Tourism

D:-Shipping

Correct Answer:- Option-A

Question31:-Which of the following correctly explains the historical sequence of cooperative legislation in Kerala?

A:-Kerala Act → Cochin Act → Travancore-Cochin Act

B:-Madras Act → Kerala Act → Cochin Act

C:-Cochin Act → Travancore-Cochin Act → Kerala Cooperative Societies Act

D:-Kerala Act → Madras Act → Cochin Act

Correct Answer:- Option-C

Question32:-The principle of "limited liability" under cooperative legislation implies that:

A:-Members are exempt from all debts

B:-Liability is restricted to the value of shares subscribed

C:-Government bears all losses

D:-Members have unlimited financial responsibility

Correct Answer:- Option-B

Question33:-The "One member, One vote" principle signifies:

A:-Voting based on shareholding

B:-Political voting rights

C:-Equality in decision-making irrespective of capital contribution

D:-Government voting control

Correct Answer:- Option-C

Question34:-The enactment of the Kerala Cooperative Societies Act, 1969 mainly represented an effort toward:

A:-Abolition of cooperative credit institutions in Kerala

B:-Privatisation and commercialisation of cooperative societies

C:-Establishment of a uniform and integrated cooperative legal framework throughout Kerala

D:-Replacement of democratic management with centralised bureaucratic control

Correct Answer:- Option-C

Question35:-Which among the following was NOT generally a feature of the Travancore-Cochin Cooperative Societies Act?

A:-Democratic management

B:-Limited liability

C:-Elimination of audits

D:-Government supervision

Correct Answer:- Option-C

Question36:-The primary objective of the Brahm Prakash committee Model Co-operative Societies Act was to:

A:-Increase direct government control over cooperatives

B:-Convert cooperatives into public sector enterprises

C:-Provide genuine autonomy and democratic character to cooperatives

D:-Nationalise all cooperative institutions

Correct Answer:- Option-C

Question37:-Arrange the following according to their year of establishment:

- i. Brahm Prakash Committee
- ii. Maclagan Committee
- iii. Royal Commission on Agriculture
- iv. Vaidyanathan Committee

A:-ii, iii, i, iv

B:-iii, ii, i, iv

C:-ii, i, iii, iv

D:-i, ii, iii, iv

Correct Answer:- Option-A

Question38:-Which of the following best explains the price stabilisation role of NAFED?

A:-Purchasing commodities during a price rise only

B:-Selling products exclusively in international markets

C:-Procuring when prices fall and releasing stock during shortages

D:-Eliminating government intervention completely

Correct Answer:- Option-C

Question39:-Krishak Bharati Cooperative Limited (KRIBHCO) derives its legal status primarily because it is registered under the:

A:-Companies Act, 2013, enabling it to function as a private fertiliser corporation

B:-Banking Regulation Act, permitting rural agricultural financing operations

C:-Multi-State Cooperative Societies Act, allowing cooperative operations across multiple states in India

D:-Essential Commodities Act, authorising centralised fertiliser price control

Correct Answer:- Option-C

Question40:-Which among the following is the apex development financial institution in India that promotes agriculture, rural development and rural prosperity through institutional credit, refinance assistance, developmental

programmes and policy support?

A:-National Bank for Agriculture and Regional Development

B:-National Bank for Agricultural and Rural Development

C:-National Bank for Apex and Rural Development

D:-National Bank for Agriculture and Rural Development

Correct Answer:- Option-D

Question41:-The Labour Exchange movement in England primarily aimed at:

A:-Export promotion

B:-Exchange of goods based on labour value

C:-Agricultural marketing

D:-Industrial banking

Correct Answer:- Option-B

Question42:-Which principle was strongly emphasized in Raiffeisen Societies?

A:-Profit maximization

B:-Speculation

C:-State control

D:-Self-help and mutual aid

Correct Answer:- Option-D

Question43:-Assertion (A) : The Rochdale Pioneers are considered the founders of the modern cooperative movement.

Reason (R) : The Rochdale Pioneers established rural agricultural credit cooperatives in Germany.

A:-Both (A) and (R) are True and (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 True, (R) is False

D:- (A) is False, (R) is True

Correct Answer:- Option-C

Question44:-Which of the following statements regarding the Russian Cooperative movement are correct?

- i. Agricultural production cooperatives were an important feature of the movement.
- ii. Consumer cooperatives formed a part of the movement.
- iii. Joint agricultural production existed within the movement.
- iv. The movement was limited only to Rochdale-style retail federations.

A:-i, ii and iii only

B:-i, iii and iv only

C:-ii, iii and iv only

D:-All four

Correct Answer:- Option-A

Question45:-Which of the following statements regarding Cooperative Wholesale Society (CWS) are correct?

- i. It supplied goods in bulk to retail cooperative societies.
- ii. It strengthened the consumer cooperative movement.
- iii. It functioned as a wholesale federation serving retail cooperative societies.
- iv. It was established primarily to provide agricultural credit to members.

A:-i, ii and iii only

B:-i and iv only

C:-ii, iii and iv only

D:-All four

Correct Answer:- Option-A

Question46:-Consider the following statements regarding Hermann Schulze-Delitzsch:

- i. He organized credit cooperatives primarily for urban artisans and small traders.
- ii. His model emphasized the principle of unlimited liability and long-term loans.
- iii. He is historically associated with the development of rural agricultural credit societies.
- iv. He played a foundational role in the German Cooperative movement.

A:-i, ii and iv only

B:-i, iii and iv only

C:-i and iv only

D:-All four

Correct Answer:- Option-C

Question47:-Which of the following are associated with Japanese Cooperative Movement?

- i. Agricultural Cooperative Associations
- ii. Fisheries Cooperative Associations
- iii. Consumer Cooperatives
- iv. Cooperative Unions

A:-i and ii only

B:-i, ii and iii only

C:-ii, iii and iv only

D:-i, ii, iii and iv

Correct Answer:- Option-D

Question48:-Which one of the following statements is incorrect?

A:-Rochdale Pioneers encouraged credit sales

B:-Robert Owen Supported Labour Exchange

C:-Dr. William King published "The Co-operator"

D:-Denmark developed dairy cooperatives

Correct Answer:- Option-A

Question49:-Which of the following are features of Danish Cooperative Movement?

- i. Dairy Cooperatives
- ii. Cooperative Bacon Factories
- iii. Cooperative Poultry Societies
- iv. Urban credit unions

A:-i and ii only

B:-ii and iii only

C:-i, ii and iii only

D:-All four

Correct Answer:- Option-C

Question50:-Which of the following statements regarding Robert Owen are correct?

- i. He believed that environment influences character.

- ii. He promoted cooperative colonies.
- iii. He advocated cash trading as a fundamental cooperative principle.
- iv. He formulated the principle of democratic member control in cooperatives.

A:-i and ii only

B:-i, ii and iii only

C:-ii and iv only

D:-i, ii, iii and iv

Correct Answer:- Option-A

Question51:-Assertion (A) : Delegation reduces the workload of superiors and facilitates managerial efficiency.

Reason (R) : In delegation, accountability is transferred completely from the superior to the subordinate.

A:-Both (A) and (R) are true and (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 true, but (R) is false

D:- (A) is false, but (R) is true

Correct Answer:- Option-C

Question52:-Consider the following statements regarding Planning in management:

- i. Planning precedes all other managerial functions.
- ii. Planning eliminates uncertainty completely in organizational operations.
- iii. Planning provides standards against which actual performance can be measured.
- iv. Strategic planning is generally concerned with short-time operational activities.

A:-i and iii only

B:-i, ii and iii only

C:-ii and iv only

D:-i, iii and iv only

Correct Answer:- Option-A

Question53:-Which of the following best distinguishes line authority from staff authority in an organization?

A:-Line authority is advisory in nature, whereas staff authority is executive in nature

B:-Staff authority is always superior to line authority in decision-making

C:-Line authority involves direct command over subordinates for achieving organizational objectives

D:-Staff authority flows through the scalar chain from top to bottom levels

Correct Answer:- Option-C

Question54:-Consider the following statements regarding Types of Plans in management:

- i. Policies provide broad guidelines for managerial decision-making.
- ii. Procedures specify the exact sequence of actions to be followed in a situation.
- iii. Budgets are qualitative expressions of organizational objectives.
- iv. Programmes are generally prepared for repetitive organizational activities.

A:-i and ii only

B:-i, ii and iii only

C:-ii and iv only

D:-i, iii and iv only

Correct Answer:- Option-A

Question55:-Assertion (A) : Decentralisation promotes faster decision-making at lower managerial levels.

Reason (R) : Decentralisation completely eliminates the need for top-level managerial control in organizations.

A:-Both (A) and (R) are true and (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 true, but (R) is false

D:- (A) is false, but (R) is true

Correct Answer:- Option-C

Question56:-Consider the following statements regarding Control Techniques in management:

- i. Budgetary control compares actual performance with predetermined standards.
- ii. Management by Exception focuses managerial attention on significant deviations.
- iii. Break-even analysis is primarily used to measure employee satisfaction levels.
- iv. Internal audit is a technique used for evaluating the effectiveness of

organizational controls.

A:-i, ii and iv only

B:-i and iii only

C:-ii, iii and iv only

D:-i, ii, iii and iv

Correct Answer:- Option-A

Question57:-Consider the following statements regarding Directing in management:

- i. Directing initiates action toward the achievement of organizational objectives.
- ii. Motivation, supervision and leadership are important elements of directing.
- iii. Directing is concerned exclusively with top-level management activities.
- iv. Effective directing requires good communication within the organization.

A:-i, ii and iv only

B:-i and iii only

C:-ii, iii and iv only

D:-i, ii, iii and iv

Correct Answer:- Option-A

Question58:-Assertion (A) : Feedforward control attempts to detect deviations before actual performance occurs.

Reason (R) : Feedforward control is primarily corrective in nature and operates only after deviations have occurred.

A:-Both (A) and (R) are true and (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 true, but (R) is false

D:- (A) is false, but (R) is true

Correct Answer:- Option-C

Question59:-Consider the following statements regarding Management in the context of Globalisation:

- i. Globalisation increases the need for managers to understand cross-cultural differences.
- ii. Globalisation reduces competitive pressure on domestic firms.
- iii. Technological advancement has accelerated the process of globalisation.
- iv. Globalisation requires organizations to adapt management practices to international environments.

A:-i, iii and iv only

B:-i and ii only

C:-ii, iii and iv only

D:-i, ii, iii and iv

Correct Answer:- Option-A

Question60:-During an economic downturn, a company freezes non-essential recruitment, renegotiates supplier contracts, increases operational efficiency and focuses on retaining core customers rather than rapid expansion.

Which managerial approach is MOST evident in the above situation?

A:-Aggressive diversification strategy

B:-Crisis-oriented cost and resource optimization

C:-Complete decentralisation of strategic authority

D:-Elimination of long-term organizational planning

Correct Answer:- Option-B

Question61:-Which of the following statements are correct regarding organising marketing department?

- i. Functional specialisation improves efficiency.
- ii. Product management is suitable for diversified product lines.
- iii. Geographic organisation completely removes co-ordination problems.

A:-i and ii only

B:-ii and iii only

C:-i and iii only

D:-i, ii and iii

Correct Answer:- Option-A

Question62:-Who introduced the concept of "Marketing Myopia"?

A:-Philip Kotler

B:-Theodore Levitt

C:-Peter F Drucker

D:-Henry Fayol

Correct Answer:- Option-B

Question63:-Which of the following is NOT a feature of Strategic Control?

A:-Long-term Orientation

B:-Evaluation of Marketing Effectiveness

C:-Environmental Adaptability

D:-Concentration only on routine sales reports

Correct Answer:- Option-D

Question64:-Assertion (A) : Marketing Concept and Selling Concept are identical.
Reason (R) : Both focus mainly on maximising sales through promotion.

A:-Both (A) and (R) are true

B:- (A) is true but (R) is false

C:- (A) is false but (R) is true

D:-Both (A) and (R) are false

Correct Answer:- Option-C

Question65:-Which control technique evaluates whether a company is pursuing the best marketing opportunities?

A:-Profitability control

B:-Strategic control

C:-Sales analysis

D:-Inventory control

Correct Answer:- Option-B

Question66:-Which marketing concept is most likely to emphasize "find wants and fill them"?

A:-Production concept

B:-Product concept

C:-Selling concept

D:-Marketing concept

Correct Answer:- Option-D

Question67:-

Assertion (A) : Marketing contributes to economic development.

Reason (R) : Marketing increases production and employment opportunities.

A:-Both (A) and (R) are true, and (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 true, but (R) is false

D:- (A) is false, but (R) is true

Correct Answer:- Option-A

Question68:-Which of the following best explains the importance of marketing?

A:-It only increases production efficiency

B:-It bridges the gap between producers and consumers

C:-It eliminates the need for distribution

D:-It focuses only on advertising

Correct Answer:- Option-B

Question69:-Which utility is created by transportation?

A:-Form utility

B:-Time utility

C:-Place utility

D:-Possession utility

Correct Answer:- Option-C

Question70:-Match the following:

List I

List II

- | | |
|----------------------------|------------------------------|
| i. Strategic Control | - a. Production wise profit |
| ii. Annual Plan Control | - b. Marketing Effectiveness |
| iii. Profitability Control | - c. Sales Performance |
| iv. Marketing Audit | - d. Systematic Examination |

A:-i-b, ii-c, iii-a, iv-d

B:-i-a, ii-b, iii-c, iv-d

C:-i-c, ii-a, iii-b, iv-d

D:-i-b, ii-d, iii-c, iv-a

Correct Answer:- Option-A

Question71:-Which of the following is the correct sequence in the consumer buying process?

A:-Purchase decision → Need recognition → Information search → Post-purchase behaviour

B:-Need recognition → Information search → Evaluation of alternatives → Purchase decision → Post-purchase behaviour

C:-Evaluation of alternatives → Need recognition → Purchase decision → Information search

D:-Need recognition → Purchase decision → Information search → Evaluation of alternatives

Correct Answer:- Option-B

Question72:-Match the following regarding buying roles:

List I

List II

- | | |
|----------------|----------------------------------|
| i. Initiator | a. Person who uses the product |
| ii. Influencer | b. Person who suggests purchase |
| iii. Buyer | c. Person who gives opinion |
| iv. User | d. Person who actually purchases |

A:-i-b, ii-c, iii-d, iv-a

B:-i-c, ii-b, iii-a, iv-d

C:-i-b, ii-a, iii-d, iv-c

D:-i-a, ii-b, iii-c, iv-d

Correct Answer:- Option-A

Question73:-Choose the correct statement regarding consumer and business markets:

- i. Consumer markets involve purchase for personal use.
- ii. Business markets involve purchase for production or resale.
- iii. Business buyers are less rational than consumer buyers.
- iv. Consumer buying decisions are influenced by psychological factors.

A:-i, ii and iv only

B:-ii and iii only

C:-i and iii only

D:-All of the above

Correct Answer:- Option-A

Question74:-Match the following regarding market targeting strategies:

List I

- i. Undifferentiated marketing
- ii. Differentiated marketing
- iii. Concentrated marketing
- iv. Niche marketing

List II

- a. Different marketing mix for different segments
- b. Focusing on one segment
- c. Same marketing mix for entire market
- d. Serving a small specialised segment

A:-i-c, ii-a, iii-b, iv-d

B:-i-a, ii-b, iii-c, iv-d

C:-i-b, ii-c, iii-a, iv-d

D:-i-d, ii-a, iii-b, iv-c

Correct Answer:- Option-A

Question75:-Which of the following is NOT a pattern of market segmentation?

A:-Preference segmentation

B:-Geographic segmentation

C:-Clustered preference

D:-Diffused preference

Correct Answer:- Option-B

Question76:-Which of the following statements best distinguishes demand estimation from sales forecasting?

A:-Demand estimation deals with future sales, while sales forecasting deals with present demand

B:-Demand estimation measures market potential, whereas sales forecasting predicts expected company sales

C:-Sales forecasting is qualitative, while demand estimation is always quantitative

D:-There is no difference between the two concepts

Correct Answer:- Option-B

Question77:-A company positions its toothpaste as "recommended by dentists for sensitive teeth". This is primarily an example of positioning based on:

A:-Product user

B:-Product category

C:-Benefit offered

D:-Competitor comparison

Correct Answer:- Option-C

Question78:-A smartphone company launches: a premium model for executives, a gaming model for youth and a budget model for students. This strategy reflects:

A:-Mass marketing

B:-Concentrated marketing

C:-Differentiated targeting

D:-Counter-segmentation

Correct Answer:- Option-C

Question79:-In positioning analysis, perceptual mapping is mainly used to:

A:-Measure employee satisfaction

B:-Compare consumer perceptions of competing brands

C:-Estimate national income

D:-Determine production schedules

Correct Answer:- Option-B

Question80:-Choose the correct statements regarding segmentation and positioning:

- i. Effective segmentation requires segments to be measurable and accessible.
- ii. Positioning aims at influencing consumer perception.
- iii. Homogeneous preference indicates widely scattered consumer preferences.
- iv. Diffused preferences create opportunities for product differentiation.

A:-i, ii and iv only

B:-ii and iii only

C:-i, iii, and iv only

D:-All of the above

Correct Answer:- Option-A

Question81:-What is the most appropriate strategic focus during the growth stage, when applying the product life cycle (PLC) concept as described by Kotler and Keller?

A:-Building Brand preference and increasing Market share as demand expands

B:-Maximising skim pricing and reducing promotion to reap profits quickly

C:-Eliminating weak products and minimising new investment in the category

D:-Rigorous price cutting, even below cost to drive out all competitors

Correct Answer:- Option-A

Question82:-What does DEPTH of a product mix refer to?

A:-Total number of items in the mix

B:-Number of versions offered of each product in a line

C:-Number of product lines

D:-Average length of each product line

Correct Answer:- Option-B

Question83:-A company which uses different package sizes for different customer segments is applying the concept of:

A:-Cost Leadership

B:-Market Development

C:-Market Penetration

D:-Product Differentiation

Correct Answer:- Option-D

Question84:-A product line refers to:

A:-The life cycle stages of a single product

B:-A group of closely related products that perform similar functions

C:-The sequence of distribution channels

D:-The total number of products a company sells

Correct Answer:- Option-B

Question85:-The correct sequence of new product development stages is:

A:-Idea generation → Concept testing → Test marketing → Pricing

B:-Market research → Product launch → Sales analysis → Feedback → Commercialization

C:-Idea generation → Concept testing → Business analysis → Test marketing → Commercialization

D:-Concept testing → Idea generation → Prototype → Pricing → Commercialization

Correct Answer:- Option-C

Question86:-The 7Ps of services marketing include all EXCEPT:

A:-Packaging

B:-People

C:-Physical evidence

D:-Process

Correct Answer:- Option-A

Question87:-Consumer products bought frequently with minimum effort are called:

A:-Unsought products

B:-Convenience products

C:-Shopping products

D:-Specialty products

Correct Answer:- Option-B

Question88:-Which of the following is NOT a component of brand equity?

A:-Perceived quality

B:-Brand loyalty

C:-Brand awareness

D:-Brand packaging

Correct Answer:- Option-D

Question89:-During the Introduction stage of PLC, a marketer typically experiences:

A:-Low sales, high promotion costs and no/low profits

B:-High sales and high profits

C:-Maximum market penetration

D:-Declining sales and aggressive discounting

Correct Answer:- Option-A

Question90:-A company sets an initial goal for its new product line: "Recover the development costs within one and a half years, while maintaining a premium image in Tier-1 cities" Which of the following Best describes the company's primary pricing objective?

A:-Market share leadership

B:-Survival pricing objective

C:-Cost recovery with image-building objective

D:-Discourage entry of competitors

Correct Answer:- Option-C

Question91:-Which of the following 4 P's of marketing mix is concerned with the selection of distribution channel?

A:-Product

B:-Price

C:-Promotion

D:-Place

Correct Answer:- Option-D

Question92:-In a physical distribution system, the primary objective is to

A:-Create demand

B:-Move goods from the point of production to consumption

C:-Promote the product

D:-Fix the price of the product

Correct Answer:- Option-B

Question93:-Marketing mix elements i.e. Product, Price, Promotion and Place are called

A:-Uncontrollable Variables

B:-Controllable Variables

C:-Chargeable Variables

D:-All of the above

Correct Answer:- Option-B

Question94:-Retail Marketing focuses mainly on

A:-Industrial Buyers

B:-Government Agencies

C:-Final Consumers

D:-Foreign Market

Correct Answer:- Option-C

Question95:-The first object of any advertisement is to

A:-Communicate effectively

B:-Stimulate exchange

C:-Increase sales

D:-Enhance customer satisfaction

Correct Answer:- Option-A

Question96:-Which intermediary does not take title of goods?

A:-Wholesaler

B:-Retailer

C:-Agent

D:-Merchant Wholesaler

Correct Answer:- Option-C

Question97:-Integrated Marketing Communications (IMC) means:

A:-Using only advertising to reach customers

B:-Coordinating all promotional tools to deliver a consistent message

C:-Reducing promotion budget

D:-Selling through multiple channels only

Correct Answer:- Option-B

Question98:-Advertising, sales promotion, public relation and publicity are the type of

A:-Mass selling

B:-Personal selling

C:-Non-Personal selling

D:-None of the above

Correct Answer:- Option-C

Question99:-Which of the following is a form of direct marketing?

A:-TV advertising

B:-Catalog marketing

C:-Public relations

D:-Trade shows

Correct Answer:- Option-B

Question100:-Which of the following is not true?

A:-Publicity is more credible than advertising

B:-Publicity is more objective than advertising

C:-Publicity is of paid form

D:-There is little control over message in publicity as compared to advertising

Correct Answer:- Option-C