



## M COM ENTRANCE

### MARKETING MANAGEMENT PRACTICE QUESTIONS

#### CH1 : INTRODUCTION TO MARKETING MANAGEMENT

1. In the line and staff form, the function of the marketing manager is to:
  - A Obey the line
  - B Serve the line
  - C Inform the line
  - D Advise the line
2. According to the marketing concept, the different functional areas of the firm should blend their efforts in order to maximise:
  - A Profit
  - B Sales
  - C Market share
  - D Customer satisfaction
3. Marketing concept means:
  - A Firms should produce only what their pre-determined consumers would be willing to buy.
  - B Firms should persuade customers to buy what they have produced.
  - C The consumers will buy the products which offer them the highest quality
  - D All of the above
4. Who propounded 4Ps of marketing?
  - A Philip Kotler
  - B Kelker
  - C McCarthy
  - D Peter F. Drucker
5. Modern marketing concept emphasises on:
  - A Sales maximisation
  - B Customer satisfaction
  - C Profit maximisation
  - D Wealth maximisation
6. Marketing process does not involve:
  - A Time utility
  - B Place utility
  - C Ownership utility
  - D Form utility
7. Who coined the expression “Marketing Mix” ?
  - A Henry Fayol
  - B James Culliton

- C Peter Drucker
  - D Abraham Maslow
8. Exchange concept of marketing deals with
- A Exchange of products between sellers and buyers covering distribution and price aspects.
  - B Mere appendage to production.
  - C Achieving marketing success through product attributes.
  - D Aggressively promote and push the products.
9. Which concept of marketing is based on the assumption that superior products sell themselves ?
- A Production
  - B Marketing
  - C Societal
  - D Product
10. In Marketing Mix, which four P's are covered?
- A Product, Price, Place, Promotion
  - B Product, Price, Power, Promotion
  - C Product, Price, Penetration, Promotion
  - D Product, Price, Positioning, Promotion
11. Under which concept of marketing do you find greater emphasis on techniques and technology of production?
- A Product
  - B Selling
  - C Marketing
  - D None
12. The set of all actual and potential buyers of a product is known as
- A Customer group
  - B Industry
  - C Market
  - D None of the above
13. **Assertion (A):** In product concept, focus is on innovating and improving products.  
**Reason (R):** In selling concept, consumers are persuaded to buy products.  
**Codes :**
- A Both (A) and (R) are true
  - B Both (A) and (R) are false
  - C (A) is false, but (R) is true
  - D Both (A) and (R) are false
14. Who coined the term "Marketing Myopia"?
- A Peter Drucker
  - B Stanton
  - C Philip Kotler
  - D Theodore Levitt
15. Two statements are given below :
- Statement – I :** Product concept of marketing holds that consumers would favour those products that are available and highly affordable.

**Statement – II** : Production concept of marketing holds that consumers would not buy enough of the company's product unless the company undertakes a substantial promotional effort.

Choose the correct option from the four options given below :

- A** Statement I is correct and II is wrong.
- B** Statement II is correct and I is wrong.
- C** Both statements are correct.
- D** Both statements are wrong.