**MODEL QUESTION AND ANSWER- TYBBI SEM VI-MARKETING IN BANKING AND INSURANCE**

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1. \_\_\_\_\_\_\_\_is a human activity directed at satisfying needs and wants through exchange process.( Selling, Marketing, Goods marketing)
2. What is the term used if a market is divided into distinct groups of buyers who might require separate products or marketing mixes. (A. Market targeting. B. Market positioning. C. Market segmentation D. Market coordination)
3. Market segmentation means \_\_\_\_\_\_\_\_\_( Dividing then sales team into small groups,Dividing the marketing process into small steps, Dividing the territory into small areas, Dividing the target groups into homogeneous groups)
4. A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything. a. Service b. Demand c. Need d. Physical object
5. ------------- is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use.( a. Consumer behavior b. Consumer interest c. Consumer attitude d. Consumer perception)
6. Functions of E-marketing are represented by\_\_\_\_\_\_\_\_\_\_\_\_.(2C+2P+3S formula,2P+2C+3S formula,2P+2C+3P formula,3P+2C+3S formula)
7. A further 3Ps are incorporated into the marketing mix are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_:

a. Physical evidence, process, and price. b. Process, people and promotion. c. Physical evidence, people and production. d. Physical evidence, process, and people.

1. \_\_\_\_\_\_\_\_\_\_is the mixture of controllable marketing variables that the firms uses to pursue the sought level of sales in the target market.( Promotion mix,Marketing mix,Pricing mix)
2. Demographic segmentation divides the market into groups based on which of the following variables?( a.Size, location, industry, customer b. Size, company, industry, technology c. Location, size, occupation, race d. Customer, technology, company, industry)
3. Fixing a high price for a new product will be called \_\_\_\_\_\_\_\_\_. A. price skimming. B. price segmentation. C. dual pricing. D. customary pricing.
4. Marketing research is concerned with \_\_\_\_\_\_\_\_\_\_. A. anticipation of production. B. supply position. C. financial problems. D. solution to specific problems of marketing.
5. When the consumers are classified on the basis of religion, customs, culture are termed as\_\_\_\_\_\_. A. demographic segmentation. B. geographic segmentation. C. socio- economic segmentation. D. psychographic segmentation.
6. \_\_\_\_\_\_ marketing is concerned with the flow of goods and services from urban to rural and vice versa. A. Rural. B. Urban. C. Retail. D. International.
7. Reasons for growing rural markets are \_\_\_\_\_\_\_. A. Change in rural consumer behaviour B. marketing strategies. C. promotion strategies. D. product mix
8. The limitations of e-marketing is \_\_\_\_\_\_\_\_\_\_. A. instant cash payment. B. the inability to touch and feel. C. touch and feel. D. immediate delivery.
9. 4p,s of marketing\_\_\_\_\_\_\_\_\_\_\_ A. product, price, preference, place. B. product, payment, promotion, place. C. product, price, promotion, place. D. product, price, promotion, publicity.
10. Highly involved consumer buying behaviour and customer perceive fewer differences among brands is called A. Complex buying behaviour B. Variety seeking buying behaviour C. Dissonance reducing buying behaviour D. Habitual buying behaviour
11. Family is one of the \_\_\_\_\_\_\_\_\_\_\_ factors that influence consumer behaviour A. Culture B. Social C. Personal D. Psychological
12. Services are characterized by all of the following characteristics except for

A. Intangibility.

B. Homogeneity

C. Perishability.

D. Inseparability

1. .………………..is the environment in which the service is delivered and where the firm and customer interact and any tangible components that facilitate performance or communication of the service.a. Physical evidence b. Process c. Place d. People
2. Intangibility, Perishability, Inseparability & Variability are the characteristics of\_\_\_\_\_\_\_\_\_\_\_.(a. Products b. Services c. Goods)
3. Customer satisfaction can be defined by comparing

A. Predicted service and perceived service

B. Predicted service and desired service

C. Desired service and perceived service

D. Adequate service and perceived service

1. One of the features of marketing research is

a. It is multi-tasking

b. It is multi-purpose

c. It is multi-disciplinary

d. It is multi-natured

1. The buying process starts when the buyer recognizes a \_\_\_\_\_\_\_\_\_. (Product an advertisement for the product, a salesperson from a previous visit ,problem or need)
2. Standardized and customized flow of activities , simple and complex number of steps and customer involvement by which a service is delivered is called\_\_\_\_\_\_\_\_\_ a. Place Mix b. Physical evidence mix c. Process mix
3. The zone of tolerance is defined by the difference between\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

A. Expected service and desired service.

B. Predicted service and desired service

C. Desired service and adequate service.

D. Predicted service and perceived service

1. E-choupal initiative has been started by following company\_\_\_\_\_\_.( HUL,ITC,GODREJ)
2. Which is the feature of Rural Market?(Number of Consumer,High Income,Educated Population,High Living Standard)
3. The goal of the marketing logistics system should be to provide\_\_\_\_\_\_\_\_\_\_\_.(a targeted level of promotional support,a targeted level of customer service at the least cost,a targeted level of transportation expense ratio)
4. Digital Marketing mean\_\_\_\_\_\_\_\_\_.(Marketing of digital instruments,Marketing through Advertisements,Marketing through Internet and Telephones)
5. The 3's of E-marketing strategies are as follows\_\_\_\_\_\_\_\_\_\_\_\_.(

A.site,security,sales promotion b.security,scrutinizing,sales promotion c.sales promotion,services,system)

1. A fundamental part of the distribution function is to get the product\_\_\_\_\_\_\_\_\_\_.(To the right place at the right time,Launched into new markets,To intermediaries)
2. While buying milk \_\_\_\_\_\_\_\_\_\_\_\_\_ kind of behavior is displayed by a person(Extensive problem solving behavior,Habitual buying behavior,Variety seeking behavior)
3. The service industry has grown many folds due to \_\_\_\_\_\_\_\_\_.(less growth in other sectors,more growth in all sectors,more affluence of customers)
4. In marketing channels, the level of company selling its products through retailers and wholesalers is classified as\_\_\_\_\_\_\_\_\_\_.(one-level channel,Three-level channel,Two-level channel)
5. When a company distributes its products through a channel structure that includes one or more resellers, this is known as \_\_\_\_\_\_\_\_.( Indirect marketing ,direct marketing ,multi-level marketing)
6. \_\_\_\_\_\_\_\_ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share. (Market-skimming, Value-based, Market-penetration)
7. The price determination of the product, under \_\_\_\_\_\_\_ method, is made on the basis of cost of production plus an additional margin of cost.(demand based,cost based,cost-demand based)
8. \_\_\_\_\_\_\_\_\_\_\_\_definition refer to "Achieving marketing objectives through the use of any electronic communications technology".(e-business,e-commerce,e-marketing)
9. IMC has emerged as a reaction to the\_\_\_\_\_\_\_\_\_\_.(growing competition,demands of agencies,demands of shareholders)
10. A message is conveyed by means of a \_\_\_\_\_\_\_\_\_\_ such as a salesperson, advertising media, or public relations tools.(encoding device,promotional program,channel of communication)
11. Manufacturer - Wholesaler -Agent -Retailer -Consumer is an example for\_\_\_\_\_\_ level channel.(Zero,Two,Three)
12. \_\_\_\_\_\_\_\_ is the process of marketing accomplished or facilitated via the use of internet technologies e.g. web, email, intranet, extranets.(Internet marketing,Search marketing,e-marketing)
13. A promotion strategy that involves the manufacturer using advertising to induce consumers to ask for the product is known as\_\_\_\_\_\_\_\_\_.(push strategy,pull strategy,demand strategy)
14. The \_\_\_\_\_\_\_\_ refers to the various companies that are involved in moving a product from its manufacturer into the hands of its buyer.( distribution chain ,network chain, supply chain, promotion network)
15. A person’s \_\_\_\_\_\_\_\_ consist(s) of all the groups that have a direct (face-to-face) or indirect influence on his/her attitudes or behavior. (culture, subculture, psychographics ,reference groups )
16. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is an important element of rural marketing. (a) Communication (b) Salesmanship (c) Advertising
17. \_\_\_\_\_\_\_\_\_\_\_ \_population forms a major portion of the Indian population. (a) Rural (b) Urban (c) None of them
18. One of the important constituents of rural marketing mix is \_\_\_\_\_\_\_\_\_\_\_\_\_\_(a) Pricing (b) Promotion (c) Physical Distribution
19. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ enables all to have a truly global reach.

(a) E-Marketing (b) Direct Marketing (c) Green Marketing