

CG-11-2020

WINTER EXAM 2020

Subject Name : NA-312_Elective B : Marketing Management-I -XXVII-B_V_23-03-2021

Date : 23/03/2021

Duration : 60 min. |

Instruction / सुचना / :-

- * Follow the detail instructions given on OMR Sheet
- * ओ एम आर वरील सर्व सूचनांचे पालन करावे.

Q.1 114
The word Marketing is taken from the latin word _____

Marketing हा शब्द ----- लॅटीन शब्दापासून बनला आहे.

- A]Market [Market] C]Maricato [Maricato]
B]Markeit [Markeit] D]Mercatus [Mercatus]

Q.2 114
_____ is a scope of marketing

----- ही विपणनाची व्याप्ती आहे.

- A]Storage [साठवणूक] C]Distribution [वितरण]
B]Segmentation [श्रेणीकरण] D]All of the above [वरील सर्व]

Q.3 114
The task of any business is to deliver _____ at a profit.

कोणत्याही व्यवसायाचे कार्य म्हणजे नफ्याच्या मोबदल्यात ----- देणे होय.

- A]Customer Needs [ग्राहकांच्या गरजा] C]Customer value [ग्राहकास मुल्य]
B]Product [वस्तू] D]Quality [गुणवत्ता]

Q.4 114
Marketing is a process which aims at _____

विपणन ही एक प्रक्रिया आहे ज्याचे ध्येय ---- आहे

- A]Satisfaction of consumer [ग्राहकांचे समाधान] C]Production [उत्पादन]
B]Selling products [वस्तूची विक्री करणे] D]Profit making [नफा कमविणे]

Q.5 114
Marketing helps firm increase their profit by _____

विपणनात ----- च्या सहाय्याने व्यवसायास नफा वाढविण्यात मदत करते.

- A]Increase in Sales [विक्रीत वाढ] C]Increase in Price [किंमतीत वाढ]
B]Increase in Production [उत्पादनात वाढ] D]Increase in customer [ग्राहकात वाढ]

Q.6 114
The benefits of marketing to _____

विपणनाचे लाभ ---- ना होतात.

- A]Personal [वैयक्तीक] C]Producer [उत्पादकास]
B]Society [समाजास] D]All of the above [वरिल सर्व]

Q.7 114
_____ is a type of marketing planning.

----- हा विपणन नियोजनाचा प्रकार होय.

- A]Short term planning [अल्प मुदतीचे नियोजन] C]Project planning [प्रकल्प नियोजन]
B]Long term planning [दिर्घ मुदतीचे नियोजन] D]All of the above [वरील सर्व]

Q.8
The essence of strategic marketing is _____

----- हे विपणन रणनीतीचा सार आहे.

- A]STP - Segmentation, Targeting, Positioning [STP- Segmentation, Targeting, Positioning]
B]CRM - Customer Relationship Management [CRM- Customer Relationship Management]

- C]TPD - Targeting, Positioning, Distribution [TPD- Targeting, Positioning, Distribution]
D]None of these [यापैकी नाही]

Q.9 Features of marketing planning are _____

विपणन नियोजनाची वैशिष्ट्ये ----- आहेत.

- A]Customer oriented and Market oriented [ग्राहकाभिमुख तथा बाजाराभिमुख नियोजन]
B]Complicated [क्लिष्ट प्रक्रीया]

- C]Both A and B [A व B दोन्ही]
D]None of these [यापैकी नाही]

Q.10 _____ is a bundle of utilities.

----- हा उपयोगीतेचा संच होय.

- A]Product [वस्तू]
B]Price [किंमत]

- C]Distribution [वितरण]
D]Promotion [वृद्धी]

Q.11 _____ is not an external source of New product Idea.

नविन वस्तू निर्मितीचे ----- हे बहीर्गत स्रोत नाही.

- A]Department of consumer service [ग्राहक सेवा विभाग]
B]Competitive product [स्पर्धक वस्तू]

- C]Advertising companies [जाहिरात कंपन्या]
D]Customer [ग्राहक]

Q.12 The process of New product development ends with _____

नविन वस्तू विकासाचा शेवट ----- ने होतो.

- A]Idea Screening [वस्तू कल्पनेची व्यापकता तपासणे.]
B]Concept development [संकल्पनेचा विकास]

- C]Test marketing [विपणन चाचणी]
D]Commercialization [व्यापारीकरण]

Q.13 Price of a product is determined on _____

वस्तूची किंमत ही ----- वर ठरविली जाते.

- A]Discount [कसरीवर]
B]Premium [अधीलाभावर]

- C]book value [पुस्त किंमतीवर]
D]All of the above [वरील सर्व]

Q.14 _____ depends upon product price.

वस्तूच्या किंमतीवर ----- अवलंबून असते.

- A]Demand [मागणी]
B]Competitiveness [स्पर्धात्मकता]

- C]A and B both [A व B दोन्ही]
D]Production [उत्पादन]

Q.15 _____ pricing method is used to attract customers.

ग्राहकांना आकर्षित करण्यासाठी ---- प्रकारची किंमत निश्चिती केली जाते.

- A]Skimming [Skimming]
B]Penetration [Penetration]

- C]A and B both [A व B दोन्ही]
D]None of these [यापैकी नाही]

Q.16 Distribution channels are _____

वितरण प्रणाली मुख्यत: ---- असते.

- A]Direct [प्रत्यक्ष]
B]

- C]Both A and B [A व B दोन्ही]
D]

Indirect [अप्रत्यक्ष]

None of these [यापैकी नाही]

Q.17 In _____ distribution channel no intermediate exists.

----- वितरण प्रणालीमध्ये मध्यस्थ नसतात.

A] Direct [प्रत्यक्ष]

C] Both A and B [A व B दोन्ही]

B] Indirect [अप्रत्यक्ष]

D] None of these [यापैकी नाही]

Q.18 Perishable goods are distributed through _____ channel.

नाशवंत वस्तूच्या वितरणासाठी ----- वितरणाचा अवलंब केला जातो.

A] Indirect distribution [अप्रत्यक्ष]

C] Both A and B [A व B दोन्ही]

B] Direct distribution [प्रत्यक्ष]

D] None of these [यापैकी नाही]

Q.19 The function of distribution channel is _____

वितरण प्रणालीचे कार्य ----- आहे

A] Price stabilisation [किंमत स्थिर ठेवणे]

C] A and B both [A व B दोन्ही]

B] Promotional function [वृद्धीत्मक कार्य]

D] Production [उत्पादन]

Q.20 Characteristics of an effective Advertising is _____

----- हे प्रभावी जाहीरातीचे वैशिष्ट्ये आहेत.

A] Choosing appropriate media [योग्य माध्यमाची निवड]

C] Collecting information of customer [ग्राहकांची माहिती घेणे]

B] Repetation of Advertise [जाहीरातीची पुनरावृत्ती]

D] All of these [यापैकी सर्व]

Q.21 AIDA means _____

AIDA म्हणजे ----

A] Awareness, Interest, Desire, Action [Awareness, Interest, Desire and Action]

C] Awareness, Intensity, Desire, Appeal [Awareness, Intensity, Desire and Appeal]

B] Awareness, Idea, Desire, Approach [Awareness, Idea, Desire and Approach]

D] Awareness, Involvement, Desire, Appeal. [Awareness, Involvement, Desire and Appeal]

Q.22 The function of distribution channel is _____

----- हे विपणन प्रणालीचे कार्य होय.

A] Providing market information [बाजाराची माहिती पुरविणे]

C] Forwarding customer reactions [ग्राहकांच्या प्रतिक्रिया देणे]

B] Division of risk [जोखमीचे विभाजन]

D] All of above [वरील सर्व]

Q.23 Direct distribution channel is also known as _____

प्रत्यक्ष वितरण प्रणालीलाच ---- म्हणतात.

A] Two level distribution channel [द्विस्थरीय वितरण

C] One level distribution channel [एक स्थरीय वितरण प्रणाली]

प्रणाली]

B] Zero level distribution channel [शून्यस्थरीय वितरण

D] All the above [वरील सर्व]

प्रणाली]

Q.24 Transferring goods from produce to customer is a function of _____

वस्तू उत्पादकांपासून ग्राहकांपर्यंत पोहचविण्याचे कार्य ----- चे असते.

A] Pricing [किंमत निश्चिती]

C] Promotion [संवर्धन कार्य]

B] Distribution channel [वितरण प्रणाली]

D] None of these [यापैकी नाही]

Q.25

_____ is not a component of promotion

----- हे विक्री संवर्धनाचा घटक नाही.

A] Sales promotion [विक्रय वृद्धी]

B] Personal Selling [वैयक्तीक विक्री]

C] Public Networking [व्यक्ती संपर्क]

D] Advertising. [जाहीरात]

Q.26

_____ is only revenue generating component of marketing mix.

----- हा विपणन मिश्रातील एकमेव महसूल निर्माती करणारा घटक आहे.

A] Production [वस्तू निर्माती]

B] Pricing [किंमत निश्चिती]

C] Distribution [वितरण]

D] Promotion [वृद्धी]

Q.27

_____ is not a factor which affect pricing

----- हा किंमत निश्चितीवर परिणाम करणारा घटक नाही.

A] Customer's choice [ग्राहकाची आवड]

B] Objectives of firm [व्यवसायाची उद्दिष्ट्ये]

C] Cost of production [उत्पादन खर्च]

D] Competitors price [स्पर्धकांची किंमत]

Q.28

Products are classified on the basis of _____

वस्तुचे वर्गीकरण ----- च्या आधारे केले जाते.

A] Consumer goods [ग्राहक उपयोगी वस्तू]

B] Industrial goods [व्यवसाय उपयोगी वस्तू]

C] Both A and B [A व B दोन्ही]

D] Pricing [किंमती नूसार]

Q.29

FMCG means _____

FMCG म्हणजे ----

A] Fast moving consumer Goods [Fast Moving Consumer Goods]

B] Fast moving corporate Goods [Fast Moving Corporate Goods]

C] Fast moving co-operative Goods. [Fast Moving Co-operative Goods]

D] Fast moving consumer Guidelines. [Fast Moving Consumer Guidelines]

Q.30

As per the _____ concept of marketing organizations only produce goods and sale it.

विपणनाच्या ----- संकल्पेनुसार व्यवसायात केवळ वस्तुचे उत्पादन केले जाते व विक्री केली जाते.

A] Traditional [पारंपारीक]

B] Modern [अधुनिक]

C] Consume oriented [ग्राहकाभिमुख]

D] None of these [यापैकी नाही]

Q.31

_____ is not an objective of marketing planning.

विपणन नियोजनाचा उद्देश ---- नाही

A] Increasing sales [विक्री वाढविणे]

B] Grow market share [बाजारभाग वाढविणे]

C] Exploit customer [ग्राहकांची पिळवणूक करणे]

D] Increase profit [नफा वाढविणे.]

Q.32

STP means _____

STP म्हणजे -----

A] Segmentation Targeting and positioning [Segmentation Targeting and Positioning]

B] Segmentation Targeting and practice [Segmentation Targeting and Practice]

C] Segmentation Targeting and pricing [Segmentation Targeting and Pricing]

D] Segmentation Targeting and publicity [Segmentation Targeting and Publicity]

Q.33

For an effective implementation of marketing _____ is necessary

विपणनाच्या प्रभावी अमलबजावणीसाठी ----- अवश्यक असते.

A]

C]

Advertising [जाहीरात]

Customer Relationship Management [ग्राहक संबंध व्यवस्थापन]

B]Marketing planning [विपणन नियोजन]

D]Distribution [वितरण]

Q.34 114

The Concept of Marketing mix was developed by _____

विपणन मिश्राची संकल्पना ----- यांनी विकसित केली

A]N. H. Borden [N. H. Borden]

C]W. Anderson [W. Anderson]

B]Philip Kotler [Philip Kotler]

D]Stanton [Stanton]

Q.35 114

There are _____ elements of promotion mix

वृद्धी मीश्राचे ----- घटक आहेत.

A]Four [चार]

C]Five [पाच]

B]Six [सहा]

D]Three [तीन]

Q.36 114

_____ is called printed Salesmanship.

----- ला लिखित विक्रयकला असे म्हणतात.

A]Advertising [जाहीरात]

C]Promotion [वृद्धी]

B]Personal Selling [वैयक्तिक विक्री]

D]None of these [यापैकी नाही]

Q.37 114

_____ gave 5P's strategy

----- यांनी रणनीतीचे 5P सांगितले

A]Stanton [स्टॅन्टन]

C]Philip Kotler [फिलीप कॉटलर]

B]Mintzberg [मीट्सबर्ग]

D]Henry Feyol [हेन्री फेयोल]

Q.38 114

MKIS means _____

MKIS म्हणजे -----

A]Management Information system [Management Information System]

C]Marketing Information System [Marketing Information System]

B]Market Intelligence System [Market Intelligence System]

D]Marketing Information Supply [Marketing Information Supply]

Q.39 114

_____ includes in Kotler Model.

कॉटलर मॉडेल मध्ये चा समावेश होतो

A]Internal Reports System [Internal Reports System]

C]Marketing Intelligence System [Marketing Intelligence System]

B]Marketing Research System [Marketing Research System]

D]All of above [All of above]

Q.40 114

Customer acquisition Cost = _____

ग्राहक संपादन किंमत = ----

A]CAC = Total sales and marketing Cost / Number of new customer [CAC = Total Sales and Marketing Cost / Number of New Customer]

C]CAC = Advertisement cost + production cost [CAC = Advertisement Cost + Production Cost]

B]CAC = Total cost x New Customer [CAC = Total Cost x New Customer]

D]CAC = Total Sales + Advertising Cost [CAC = Total Sales + Advertising Cost]