

# **MARKETING MANAGEMENT QUESTION BANK**

## **PART-1: 7 MARK QUESTION**

- 1.What do you understand by Marketing Management? Discuss nature and scope of marketing management.
- 2.Marketing is not the selling what you make, but knowing want to make. Comment.
- 3.What do you understand by 'Marketing' as a philosophy of management?
- 4.Discuss the different philosophies of marketing.
- 5.Define 'Marketing Management' and explain its importance in India.
- 6.What do you understand by the concept of Marketing? Discuss the functions of marketing management.
- 7.Discuss the role of marketing in present environment.
- 8.Discuss the function of marketing in prevailing environment.
- 9.Discuss the core concepts of marketing.
- 10.Discuss the current marketing environment.
- 11.What is consumer behavior? Discuss.
- 12.Explain consumer behavior and discuss systems model of consumer behavior.
13. Discuss the factors affecting consumer behavior?
- 14.Discuss the types of buying behavior.
- 15.What do you mean by industrial market? Discuss the difference between consumer Market and industrial market.
16. What are the major influences on industrial buyer? Discuss.
- 17.How do industrial buyers make their buying decisions?
- 18.What is market segmentation? What is the make or criteria for market segmentation?
- 19.What are the objectives of market segmentation? What criteria are used for Segmenting Consumer markets?

20. Discuss the concept of market segmentation. Explain the use of this concept.
21. What is meant by product? Discuss different product policy decisions.
22. Discuss each main stages of the product life cycle.
23. Discuss major product line policies and strategies.
24. What factors contribute to the success or failure of a new product?
25. What is new product? Outline the different stages in new product development.
26. What is Brand name? What are its uses? What criteria are used in selecting a brand Name?
27. Describe briefly the important pricing methods which are used to determine the Price of a product.
28. How price policy is determined? Describe the methods of price policies adopting in determining the price of a new product.
29. What is price elasticity? How is it measured? What factors generally determine price Elasticity?
30. What are the factors that should be considered while making pricing decisions? And Should these be considered while change in a new product?
31. Define the term 'channels of distribution Explain the different factors that Influence the choice of channels.
32. Discuss the various approaches to the selection of channels of distribution Which may be made by manufactures of consumer goods in India.
33. What do you understand by physical distribution? What is its utility in the Business World? Explain.
34. Define physical distribution. Discuss its scope and object.
35. Write notes on role of promotion in marketing'.
36. What are the components of communication mix? Discuss the factors affecting the communication mix decision.
37. What factors are considered in making advertising media decision?
38. What do you mean by sales promotions? Discuss in brief the methods of sales Promotion.

39. Discuss in brief the different methods adopted for motivating sales personnel.
40. What is meant by personal selling? Discuss the different stages of selling Process.
41. Define consumerism and detail the development of consumerism in India.
42. Discuss the impact of consumerism on Indian marketing.
43. What do you mean by corporate accountability?
44. Discuss the important provisions of consumer protection act 1986.
45. What steps have been taken by government of India regarding consumer protection?
47. Discuss the consumer rights which have been identified in the consumer protection act 1986.
48. Discuss the provisions regarding appeals at different levels in consumer protection act 1986.
49. Define the following terms.
- (a) Consumer (b) Service (c) Dispute
50. Explain the working of redressal agencies laid down in consumer protection act 1986.
51. Discuss briefly the panel provisions for offenses committed in contravention with the provisions of consumer protection act 1986.
52. Discuss the evolution of marketing
53. Write short notes on: a) Targeting b) Positioning c) Segmentation
54. What are the different features of product differentiation?
55. What are the different forms of promotional mix? Explain
56. Explain the core marketing concepts.
57. Explain clearly the production, product sales, marketing and societal marketing concept of marketing.
58. Explain the following:
- a) Sales concept b) Product concept c) Production concept d) Marketing concept
59. How micro and macro environments influence marketing decisions?
60. State the external uncontrollable factors of marketing environment.
61. Explain the different functions of marketing management.

62. Explain in detail: Micro Marketing Environment
63. Explain in detail: Macro Marketing Environment
64. Discuss about technological, Economic and Political Environment
65. Discuss about Legal, Demographic and Social Environment
66. Discuss about Social and Cultural, Technological and Natural Environment
67. Discourse about marketing mix
68. Explain both similarities and differences between selling and marketing.
69. Discuss the bases of Segmenting consumer markets
70. Explain the buying decision process
71. Discuss target market and selection of target market
72. Explain the roles in consumer decision making
73. Discuss the major influencers of consumer behaviour
74. Discuss Product Management
75. What are the methods of pricing? Explain
76. Distinguish between consumer and trade promotion
77. Write notes on direct marketing
78. Discuss the role of middlemen in distribution function
79. Explain the factors influencing distribution decisions
80. Discuss the terms and responsibilities of intermediaries

## **PART-2: 3 MARK QUESTION**

1. Distinguish between marketing and selling.
2. What are the characteristics of an effective marketing mix?

3. Explain the functions of Exchange.
4. Explain the functions of Physical distribution.
5. Explain the Facilitating function.
6. Explain marketing management and its evolution.
7. List out the marketing mix elements.
8. State the relationship existing between selling and marketing.
9. Write short notes on demographic and economic environment.
10. Write short notes on natural and technological environment.
11. Write short notes on political and legal environment.
12. Explain the concept of value expectation by customers.
13. What is marketing management? Name the concepts of marketing?
14. Write short notes on micro environment.
15. Distinguish consumer and customer.
16. Write short notes on buying, selling and assembling.
17. Write short notes on transport, inventory management and warehousing.
18. Write short notes on financing, risk taking and after sales service.
19. Explain about need, demand and want.
20. Write short notes on supply chain.
21. Explain the concepts and needs of segmentation.
22. Explain the bases for segmenting consumer market.
23. Explain the attributes of effective segmentation.
24. Write short notes on segmentation.
25. what are the attributes of effective segmentation.
26. Write short notes on target market.
27. What are the buying situations? Explain.
28. What are the roles in consumer decision making?
29. What are the steps in consumer decision making process?
30. What are the tools to study buyer behavior?
31. How do you select the target market?
32. What are the characteristics of social class?
33. Write short notes on Product levels.

34. Write short notes on product mix.
35. What is place mix?
36. What is promotion mix?
37. What is price mix?
38. Define the following: Product width, length, depth and consistency.
39. What is labelling?
40. What is packaging?
41. Ideal features of good packaging.
42. What is sales promotion?
43. Write steps of personal selling.
44. Write 3 difference between sales promotion and personal selling.
45. Write 3 features of sales promotion.
46. Write the contains of labelling.
47. Difference between publicity and public relation.
48. Explain the functions of brand.
49. Expound the scope of branding.
50. Clarify the pricing objectives.
51. Define the following: Variable Cost, Average Cost, Total Cost
52. Write short notes on Geographical Pricing.
53. Analyze competitors' costs, pricing and offers.
54. Explain the factors influencing pricing.
55. Explain the role of salesperson.
56. Explain the types and nature of middlemen.
57. Explain the channel level in consumer marketing.
58. Explain VMS and HMS.
59. Explain 3 features of green marketing.
60. What is the objective of green marketing?
61. Explain obstacles of rural marketing.
62. Write the features of online marketing.
63. Discuss the process of online marketing.
64. Why societal marketing is important for business?

65. Differentiate between commercial marketing and social marketing.
66. What is service? How it differs from product?
67. What is a service marketing plan?
68. Discuss marketing obstacles involve in marketing of services.
69. Explain 3 advantages of direct marketing.
70. Describe physical evidence as an element of marketing mix.
71. Differentiate between service marketing from product marketing.

### **PART-3: 2 MARK QUESTION**

1. Define Marketing.
2. Define marketing management.
3. Define the terms Exchange.
4. Define the terms Transaction.
5. Brief Selling Concept.
6. what are the four P's in marketing?
7. Define Marketing Management.
8. Define Barter System.
9. Define Production Concept.
10. Define Product Concept.
11. Define need and want.
12. Define demand.
13. What is positioning?
14. What is standardization
15. What is demographic segmentation?
16. What is geographic segmentation?
17. What is psychographic segmentation?

18. What is behavioral segmentation?
19. What is Targeting?
20. Who is a buyer?
21. What is branding?
22. What are the kinds of marketing channel?
23. What is micro environment?
24. Classify the marketing functions
25. What is macro environment?
26. Define Segmentation.
27. Define Homogeneous Preference.
28. Define diffused preference.
29. Define cluster preference.
30. What are the major segment variables?
31. Define niche marketing?
32. Define demographic segmentation
33. Define psychographic segmentation
34. Define behavioural segmentation.
35. Who is a consumer.
36. Define reference group.
37. Define functional risk.
38. Define financial risk.
39. Define physical risk.
40. Define Psychological risk.
41. Define time risk.
42. Define social factors.
43. Define mass marketing.
44. Define service marketing.
45. Mention the major influencers of consumer behavior.
46. What is product?
47. What are the levels of product?
48. Define product line.



49. Define product mix.
50. Define the term brand.
51. What is brand equity?
52. Define pricing.
53. What are the methods of pricing.
54. How to classify the product?
55. How to classify the consumer product?
56. Define augmented product.
57. Define potential product.
58. What is the meaning of width of a product mix?
59. What is product line stretching?
60. What is pricing?
61. What is product line filling?
62. Define advertising.
63. What are the five M in marketing?
64. Define advertising objective.
65. Define sales promotion.
66. Define public relations.
67. Define direct marketing.
68. What is channels of distribution?
69. What is conventional channel of distribution?
70. What is one level channels of distribution?
71. What is two level channels of distribution?
72. What is three level channels of distribution/
73. What is four level channels of distribution?
74. What is vertical channel?
75. What is horizontal channel?
76. Who is wholesaler?
77. Who is retailer?
78. What is physical distribution?
79. What is warehousing?

80. What is transportation/
81. What is inventory control?
82. What is ABC analysis?
83. Who is a middleman?
84. What are the types of middlemen?
85. How many channels in consumer product?
86. What is the full form of VMS, HMS, MMS?
87. What is rural marketing?
88. Write two problems faced in rural marketing?
89. What is urban marketing?
90. What is marketing research?
91. What is service triangle?
92. What is green marketing?
93. What is traditional marketing?
94. What is internal marketing?
95. What is external marketing?
96. What is online marketing?
97. What is social marketing?
98. What is service marketing?
99. Write all the 8p's in service marketing.
100. What is commercial marketing?

## **PART-4: 1 MARK QUESTION**

1. Marketing is a
  - a. Goal oriented
  - b. social process

c. Exchange process

d. All of these

2. Which of the following is not included in the function of physical supply

a. Standardization

b. Transportation

c. Storage

d. Packaging

3. The group of elements price, product, promotion and place constitute

a. Market mix

b. Marketing mix

c. Product mix

d. Promotion mix

4. All forces or factors that affect marketing policies, decision, and operation of a business

constitute.

a. Marketing mix

b. Marketing management

c. Marketing control

d. None of these

5. If a company is busy with defending its existing market against the competitors, it is engaged in

a. Conventional marketing

b. Developmental marketing

c. Maintenance marketing

d. Remarketing

6. An oil marketing company in its ad asks consumers to save oil. It is engaged in

a. Maintenance marketing

b. Remarketing

- c. Developmental marketing
  - d. De marketing
7. Cultural factors consists of culture, subculture and -----
- a. social influence
  - b. social class
  - c. Both
  - d. None of them
8. Crocin, an OTC drug, follow which approach
- a. Product variety marketing
  - b. Target marketing
  - c. Mass marketing
  - d. Micro marketing
9. Who has introduced the concept of market segmentation
- a. Rosser reeves
  - b. NH Borden
  - c. Wendel R Smith
  - d. None of them
10. Who has coined the term USP?
- a. Rosser reeves
  - b. Peter drucker
  - c. Theodore levitt
  - d. None of them
11. Which of the following is not part of demographic segmentation?
- a. Age
  - b. Interest and activity
  - c. Income
  - d. Education

12. The way a product is defined by consumers on important attributes is called

- a. Position
- b. Segment
- c. Target
- d. Strategy

13. When coca-cola produced only one drink for the whole market, it was practicing which marketing strategy

- a. Mass marketing
- b. Product variety marketing
- c. Target marketing
- d. Demand marketing

14. Dividing buyers into groups based on their knowledge, attitude, uses or responses to a product is called.

- a. Geographic segmentation
- b. Demographic segmentation
- c. Psychographic segmentation
- d. Behavioral segmentation.

15. Perception is a selective process directed by

- a. Social influences on the consumer
- b. Advertising
- c. Consumers current predisposition and attitudes
- d. Product price

16. Product that consumers buy regularly with little effort are called

- a. Shopping product
- b. Convenience products
- c. Impulse products
- d. Consumer products

17. Products that consumers buy after comparing suitability, quality, price etc of different brands

are called.

- a. Convenience products
- b. consumer products
- c. Shopping products
- d. None of these.

18. Products that the consumer purchases frequently after comparing suitability, quality, price and

style are called

- a. Convenience products,
- b. Shopping products
- c. Speciality products
- d. Consumer products

19. Product that have special features for which buyers make special efforts to buy are called

- a. Shopping products
- b. Emergency products
- c. Specialty product
- d. None of these.

20. The most basic level of a product is called

- a. Core product
- b. Actual product
- c. Basic product
- d. Fundamental product

21. After sale service is a part of

- a. Core product
- b. Augmented product

- c. Tangible product
- d. None of these

22. A brand created and owned by the producer of a product or service is called

- a. Private brand
- b. Manufactured brand
- c. Store brand
- d. Licensed brand

23. Which of the following is not a level of brand loyalty

- a. Brand recognition
- b. Brand preference
- c. Brand equity
- d. Brand insistence

24. Which of the following is not a stage in the PLC

- a. Introduction
- b. Activation
- c. Decline
- d. Maturity

25. The stage in the PLC when sales growth is slow is called

- a. Maturity
- b. Growth
- c. Product development
- d. Introduction

26. In consumer goods which is described as a silent salesman

- a. Price
- b. Advertisement
- c. Packaging
- d. Sales promotion

27. The term product concept was first used by

- a. Theodore levitt
- b. Peter drucker
- c. EJ Mc Carthy
- d. None of them

28. The consumer does not know whether to buy thoothpaste, mouthwash, or an antiseptic gargle,

or some mint. It suggests that he want to seek

- a. Tangible benefits
- b. Intangible benefits
- c. Augmented product
- d. Single product with multiple features

29. Which of the following products is add one out

- a. Rice
- b. Car
- c. Vegetable
- d. Curd

30. Which of the following is not a stage in the new product development

- a. Generating product ideas
- b. Screening ideas
- c. Grading
- d. Market testing

31. The only revenue producing element in the marketing imix is

- a. Product
- b. Price
- c. Place
- d. Promotion



32. When there is a large potential market for a product, the firm will adopt

- a. Skimming price policy
- b. Penetration price policy
- c. Premium price policy
- d. None of these

33. A price reduction to buyers who pay their bills promptly is called

- a. Trade discount
- b. Cash discount
- c. Seasonal discount
- d. Quantity discount

34. Price is value for

- a. Sellers
- b. Customers
- c. Both sellers and customers
- d. None of these.

35. Which of the following is the largest retail enterprise in the world

- a. K mart
- b. Walmart
- c. Shoppers shop
- d. None of these

36. Which of the following is not a none store retailing

- a. Telemarketing
- b. Direct marketing
- c. Kiosk marketing
- d. Retail chains

37. Direct marketing is found more suitable to which of the following products

- a. Agricultural products

b. TV

c. Shoes

d. Vacuum cleaner

38. Which company is the pioneer in direct marketing

a. Johnson and Johnson

b. Eureka forbes

c. Avon cosmetics

d. Cypla

39. How do manufactures reach directly to customers

a. Factory outlet

b. Wholesalers

c. Independent retailers

d. None of these

40. Which of the following is not a form of direct marketing

a. Catalogue marketing

b. Telemarketing

c. Personal selling

d. Direct mail

41. Which of the following is not an element of promotion mix?

a. Branding

b. Advertisement

c. Sales promotion

d. Personal selling

42. The type of advertisement used when the product enters into growth stage of PLC is known as

a. Reminder advertising

b. Primary advertising

c. Selective advertising

d. None of these

43. The strategy of choosing one attribute to excel to create competitive advantage is known as

a. Unique selling proposition

b. Under positioning

c. Over positioning

d. Confused positioning

44. The concept of UPS was introduced by

a. Theodore levitt

b. NH borden

c. Rosser reeves

d. None of them

45. Which of the following is not a sales promotion tool

a. Advertisement

b. Discount

c. Dealer contest

d. Consumer contest

46. Which of the following is not a tool of consumer promotion

a. Samples

b. Discounts

c. Coupons

d. Buying allowance

47. The process of direct communication between the sales person and a prospect is called

a. Direct marketing

b. Personal selling

c. Advertising

d. None of these

48. MPR stands for

a. Managing public relation

b. Measuring public relation

c. Marketing public relation

d. Monitoring public relation

49. For a small audience the most suitable promotion tool is

a. Trade promotion

b. Personal selling

c. Advertising

d. Publicity

50. What is the similarity between direct marketing and personal selling

a. Simplifying transactions

b. Answering customer enquiries

c. Building better customer relationship

d. Building company image

51. Which of the following is not a characteristics of service marketing

a. Intangibility

b. Separability

c. Heterogeneity

d. Perishability

52. Medical treatment with ayurvedic massage is an example of

a. Pure tangible good

b. Hybrid

c. Pure service

d. None of these

53. Which of the following is not a service

- a. Hospital
- b. Banking
- c. Insurance
- d. None of these.

54. Which of the following is not an e marketing tool?

- a. I – radio
- b. Mobile phone
- c. I kiosks
- d. Cinema

55. A financial instrument which can be used more than once to borrow money or buy goods and

services on credit is

- a. Debit card
- b. Credit card
- c. Smart card
- d. None these

56. Which of the following is not a risk in internet-based transaction

- a. Eavesdropping
- b. Spoofing
- c. Encryption
- d. Unauthorized action

57. A security tool to verify the authenticity of the message and claimed identity of the sender and

to verify the message integrity is

- a. Encryption
- b. Firewalls
- c. Digital certificate
- d. Digital signature

58. Segmentation on the basis of values and attitudes and behavioral patterns is an example of

- a. geographic location
- b. cultural factors
- c. economic factors
- d. political and legal factors

59. Targeting affluent customers with luxurious goods is an example of

- a. geographic segmentation
- b. income segmentation
- c. psychographic segmentation
- d. behavioral segmentation

60. Segmentation of international markets since monetary regulations is an example of

- a. geographic location
- b. cultural factors
- c. economic factors
- d. political and legal factors

61. The customer market division done based on 'compulsive, ambitious and outgoing customers' classified as

- a. geographic segmentation
- b. demographic segmentation
- c. psychographic segmentation
- d. behavioral segmentation

62. The way the product is defined by consumers on important attributes is called

\_\_\_\_\_.

- a. market segmentation
- b. image psychology
- c. product position

d. market targeting

63. Product differentiation can be along all the following lines EXCEPT:

a. consistency.

b. durability.

c. reliability.

d. competitive parity.

64. Gaining competitive advantage through speedy or careful delivery is an example of which type of differentiation?

a. product

b. services

c. personnel

d. image

65. A brand's \_\_\_\_\_ is the full positioning of the brand—the full mix of benefits upon which it is positioned.

a. distinctive proposition

b. preemptive proposition

c. value proposition

d. superior proposition

66. The first step in the market segmentation process is to.

a. Position offer in the market

b. Segment in the market

c. Target market

d. Define the market

67. What does the term PLC stands for?

a. Product life cycle

b. Production life cycle

c. Product long cycle

d. Production long cycle

68. The personal selling step in which the sales person asks for an order to the customer is

classified as

a. shipper approach

b. handling shipment

c. closing

d. follows up

69. The sales force structure in which a sales representative works to sell specific items of

product line is classified as

a. indirect sales force structure

b. territorial sales force structure

c. customer sales force structure

d. product sales force structure

70. The third step in personal selling process after completion of pre-approach step is to

a. prospecting and qualifying

b. handling objections

c. approach

d. presentation and demonstration

71. The pricing strategy used to set prices of the products that are must be used with the main

product is called

a. optional product pricing

b. product line pricing

c. competitive pricing

d. captive product pricing



72. The new product pricing strategy through which the companies set lower prices to gain

large market share is classified as

- a. optional product pricing
- b. skimming pricing
- c. penetration pricing
- d. captive product pricing

73. The pricing strategy in which prices are set lower to actual price to trigger short term sales is classified as

- a. promotional pricing
- b. short term pricing
- c. quick pricing
- d. cyclical pricing

74. The pricing strategy in which company divides location into different sectors and charge

same price for each sector is classified as

- a. freight on board origin pricing
- b. zone pricing
- c. basing point pricing
- d. uniform delivered pricing

75. The kind of reduction made to those buyers who buy large volumes of products is classified as

- a. cash discount
- b. seasonal discount
- c. functional discount
- d. quantity discount

76. An idea for a possible product that the company will offer is classified as

- a. product idea

- b. product image
- c. customer management
- d. none of the above

77. The major sources of ideas for product development comes from

- a. internal sources
- b. external sources
- c. product lines extension
- d. both a and b

78. The products such as "VHS tapes" are examples of

- a. product classes
- b. product forms
- c. branding
- d. product perception

79. In the new product development process, after the analysis of business the next step to be

taken is

- a. test marketing
- b. One channel marketing
- c. penetration marketing
- d. individual marketing

80. When the new developed product concept is tested, the next immediate step is to

- a. develops market strategy
- b. develops a testing technique
- c. develops intermediaries
- d. develops logistic network

81. The detailed stated version of shortlisted new ideas in meaningful consumer terms is best

classified as

- a. product concept
- b. production phase
- c. production screening
- d. raw-material screening

82. The customers in growth stage of life cycle of products are classified as

- a. innovators
- b. early adopters
- c. middle majority customers
- d. laggards

83. The profits related to the new product in its introductory stage are

- a. negative
- b. continuously rising
- c. higher
- d. declining

84. The way the consumers feel or perceive towards an actual product or potential market

offering is called

- a. sales concept
- b. product idea
- c. product image
- d. customer management

85. In PLC stages, the stage in which sales and profits declines is called

- a. decline stage
- b. less improved stage
- c. product maturity stage
- d. non-innovative stage

86. In PLC stages, the stage in which the company's investment costs mount is classified as

- a. testing stage
- b. development stage
- c. buying stage
- d. merger stage

87. The fourth step in process of new product development is

- a. developing marketing strategy
- b. developing production schedule
- c. developing introductory test
- d. developing new candidate's pool

88. The stage of product life cycle in which the product has achieved acceptance from its

potential buyers is called

- a. maturity stage
- b. productive stage
- c. improved market stage
- d. profit achieved stage

89. In the 'maturity stage of product life cycle' the cost per customer is

- a. high
- b. low
- c. average
- d. moderate

90. The most successful products are those which are

- a. differentiated
- b. solve customer problems
- c. offering customer value proposition
- d. all of above

91. The number of competitors in the decline stage of product life cycle are

- a. few
- b. continuously growing
- c. stable but begins declining
- d. declining in number

92. The PLC concept which consists of longest life cycles is classified as

- a. product classes
- b. product forms
- c. branding
- d. product perception

93. The retail stores such as Best Buy, Staples and Pet Smart are examples of

- a. superstore
- b. outbound stores
- c. inbound stores
- d. intensive stores

94. The marketing channel that involves one or more intermediaries to made their products

available to final buyers is classified as

- a. flexible channel
- b. static channel
- c. direct channel
- d. indirect channel

95. The process which involves controlling, implementing and planning the materials and

final goods to meet final customer at high profits is classified as

- a. exclusive distribution
- b. exclusive dealing
- c. physical distribution
- d. supply chain management

96. The independent service provider of logistics who can do all the functions required by

clients is classified as

- a. public held logistic provider
- b. privately held logistic provider
- c. Third party logistics provider
- d. single part logistics provider

97. If the company B sell its products through retailers and wholesalers then the channel used

by company B is classified as

- a. direct channel
- b. indirect channel
- c. flexible channel
- d. static channel

98. The total number of level of intermediaries represent the

- a. width of channel
- b. length of channel
- c. divisors of channel
- d. flexibility of channel

99. The disagreement between different marketing channel regarding the roles, rewards and

goals is called

- a. channel conflict
- b. marketing conflict
- c. direct conflict
- d. indirect channel conflict

100. The vertical marketing system in which different stages of production and distribution coordinates through capacity of one of parties is classified as

- a. full time VMS
- b. contractual VMS
- c. administered VMS
- d. corporate VMS

101. The forms of direct marketing includes

- a. direct mail marketing
- b. catalog marketing
- c. personal selling
- d. all of above

102. The kind of direct marketing by which an offer, reminder or announcement is sent to people at specific virtual or physical address is called

- a. direct mail marketing
- b. kiosk marketing
- c. catalog marketing
- d. premium marketing

103. The companies that practice online marketing into their traditional operations are classified as

- a. premium companies
- b. direct companies
- c. click only companies
- d. click and mortar companies

104. Which concept of marketing is product oriented?

- a. old concept of marketing
- b. modern concept of marketing
- c. entity concept of business
- d. all of these