

CLASS 12
MARKETING
MULTIPLE CHOICE QUESTIONS
CHAPTER ONE

- Q1. _____ are the goods that are used for manufacturing the product.
- Q2. _____ are the goods used in producing the finished goods.
- Q3. PLC has _____ stages
- a) Three
 - b) Five
 - c) Four
 - d) Six
- Q4. Attractive packaging is also an efficient _____
- Q5. Good packaging may lead to improved _____
- Q6. Product is the _____ and all the marketing activities revolve around it.
- Q7. Which P of marketing mix ensures availability of products?
- a) Place
 - b) Product
 - c) Promotion
 - d) Price
- Q8. What is the basic objective of pricing?
- a) Price stabilization
 - b) Survival
 - c) Preventing competition
 - d) Profitability
- Q9. _____ increases aesthetics & sales appeal
- a) Label
 - b) Brand name
 - c) Package
 - d) Logo
- Q10. Which category of pricing is followed by the business houses where bidding is done for jobs?
- a) Demand based pricing
 - b) Competition based pricing
 - c) Cost oriented pricing
 - d) Value based pricing

CHAPTER TWO
MULTIPLE CHOICE QUESTIONS

- Q1. Availability of quality goods at competitive price _____ social welfare in society.
- a) Neutralizes
 - b) Minimizes
 - c) Maximizes
- Q2. Buyers who are aware of firm's _____ might desire to purchase its products because price no longer remains a limiting factor.
- a) Location
 - b) Prestige
- Q3. Price indicates the _____ which a buyer is ready to exchange for purchase of certain goods or service.
- a) Satisfaction
 - b) Money value
- Q4. Who gave the definition of price" price is the amount of money charged for a product or Service.
- a) Philip Kotler
 - b) William j Stanton
 - c) Henry Williams
- Q5. The main elements of marketing mix are price, place, promotion, and place. (True/False)
- Q6. To flaunt their status consumers generally buy cheaper goods. (True/False)
- Q7. Supportive governmental policies _____ businesses through healthy competition.
- Q8. If the demand for a product is inelastic firms fix a _____ of the product.
- Q9. If buyers are habitual of the product the price may be fixed _____
- Q10. Highly priced commodities generally witness an increasing sale trend. (True/False)