



Unit-1

1. Which of the following describes e-commerce?
 - a. Doing business electronically
 - b. Doing business
 - c. Sale of goods
 - d. All of the above

Answer: A

2. Which of the following is part of the four main types for e-commerce?
 - a. B2B
 - b. B2C
 - c. C2B
 - d. All of the above

Answer: D

3. Which segment do eBay, Amazon.com belong?
 - a. B2Bs
 - b. B2Cs
 - c. C2Bs
 - d. C2Cs



Answer: B

4. Which type of e-commerce focuses on consumers dealing with each other?
- a. B2B
 - b. B2C
 - c. C2B
 - d. C2C

Answer: D

5. Which segment is eBay an example?
- a. B2B
 - b. C2B
 - c. C2C
 - d. None of the above

Answer: D

6. Which type deals with auction?
- a. B2B
 - b. B2C

- c. C2B
- d. C2C

Answer: D

7. In which website Global Easy Buy is facilitated?

- a. Ebay.com
- b. Amazon.com
- c. Yepme.com
- d. None of these

Answer: A

8. The best products to sell in B2C e-commerce are:

- a. Small products
- b. Digital products
- c. Specialty products
- d. Fresh products

Answer: B

9. Which products are people most likely to be more uncomfortable buying on the Internet?

- a. Books
- b. Furniture

- c. Movies
- d. All of the above

Answer: B

10. Which products are people most likely to be comfortable buying on the Internet?

- a. Books
- b. PCs
- c. CDs
- d. All of the above

Answer: D

11. Digital products are best suited for B2C e-commerce because they:

- a. Are commodity like products
- b. Can be mass-customized and personalized
- c. Can be delivered at the time of purchase
- d. All of the above

Answer: D

12. The solution for all business needs is

- a. EDI
- b. ERP
- c. SCM

d. None of the above

Answer: B

13. All of the following are techniques B2C e-commerce companies use to attract customers, except:

- a. Registering with search engines
- b. Viral marketing
- c. Online ads
- d. Virtual marketing

Answer: D

14. Which is a function of E-commerce

- a. marketing
- b. advertising
- c. warehousing
- d. all of the above

Answer: D

15. Which is not a function of E-commerce

- a. marketing
- b. advertising
- c. warehousing

d. none of the above

Answer: C

16. Which term represents a count of the number of people who visit one site, click on an ad, and are taken to the site of the advertiser?

- a. Affiliate programs
- b. Click-through
- c. Spam
- d. All of the above

Answer: B

17. What is the percentage of customers who visit a Web site and actually buy something called?

- a. Affiliate programs
- b. Click-through
- c. Spam
- d. Conversion rate

Answer: D

18. What are materials used in production in a manufacturing company or are placed on the shelf for sale in a retail environment?

- a. Direct materials
- b. Indirect materials

- c. EDI
- d. None of the above

Answer: A

19. What are materials that are necessary for running a modern corporation, but do not relate to the company's primary business activities?

- a. Direct materials
- b. Indirect materials
- c. EDI
- d. None of the above

Answer: B

20. What are ballpoint pens purchased by a clothing company?

- a. Direct materials
- b. Indirect materials
- c. EDI
- d. None of the above

Answer: B

21. What is another name for?

- a. Direct materials
- b. Indirect materials
- c. EDI

d. None of the above

Answer: B

22. What is the process in which a buyer posts its interest in buying a certain quantity of items, and sellers compete for the business by submitting successively lower bids until there is only one seller left?

- a. B2B marketplace
- b. Intranet
- c. Reverse auction
- d. Internet

Answer: C

23. What are plastic cards the size of a credit card that contains an embedded chip on which digital information can be stored?

- a. Customer relationship management systems cards
- b. E-government identity cards
- c. FEDI cards
- d. Smart cards

Answer: D

24. Most individuals are familiar with which form of e-commerce?

- a. B2B
- b. B2C

c. C2B

d. C2C

Answer: B

25. Which form of e-commerce currently accounts for about 97% of all e-commerce revenues?

a. B2B

b. B2C

c. C2B

d. C2C

Answer: A

26. Which of the following are advantages normally associated with B2B e-commerce?

a. Shorter cycle times

b. Reduction in costs

c. Reaches wider audiences

d. all of the above

Answer: D

27. If the threat of substitute products or services is low it is a(n):

a. Disadvantage to the supplier

b. Advantage to the buyer

c. Advantage to the supplier

d. None of the above

Answer: C

28. The threat of new entrants is high when it is:

- a. Hard for customers to enter the market
- b. Hard for competitors to enter the market
- c. Easy for competitors to enter the market
- d. Easy for customers to enter the market

Answer: C

29. If it is easy for competitors to enter the market, the threat of new entrants is considered:

- a. High
- b. Low
- c. More
- d. Less

Answer: A

30. An industry is less attractive for suppliers when the rivalry among existing competitors is:

- a. High
- b. Low
- c. More
- d. Less

Answer: A

31. Unique value auction is mainly applies to?

- a. New products
- b. Second hand products
- c. Engineering products
- d. None of the above

i. Answer: B

32. Paisapay is facilitated in

- a. eBay.co.in
- b. amazon.com
- c. flipkart.com
- d. none of the above

Answer: A

33. Which of the following is a useful security mechanism when considering business strategy and IT?

- a. encryption
- b. decryption
- c. firewall
- d. all the above

Answer: D

34. Which of the following is not related to security mechanism

- a. encryption
- b. decryption
- c. e-cash
- d. all the above

Answer: C

35. A product or service that customers have come to expect from an industry, which must be offered by new entrants if they wish to compete and survive, is known as a(n)?

- a. Switching costs
- b. Loyalty programs
- c. Entry barriers
- d. Affiliate programs

Answer: C

36. Which of the following statements accurately reflect the impact of technology?

- a. Technology has caused buyer power to increase
- b. Technology has lessened the entry barriers for many industries
- c. Technology has increased the threat of substitute products and services

d. all of the above

Answer: D

37. A business cannot be all things to all people. Instead, a business must:

- a. Identify target customers
- b. Identify the value of products/services as perceived by customers
- c. all of the above
- d. None of the above

Answer: C

38. How the transactions occur in e-commerce?

- a. Using e-medias
- b. Using computers only
- c. Using mobile phones only
- d. None of the above

Answer: A

39. Which type of products is lesser purchased using ecommerce?

- a. automobiles
- b. books
- c. softwares
- d. none

Answer: A

40. A business competing in a commodity like environment must focus on which of the following?

- a. Price
- b. Ease / speed of delivery
- c. Ease of ordering
- d. all of the above

Answer: D

41. Which of the following refers to creating products tailored to individual customers?

- a. customization
- b. aggregation
- c. Direct materials
- d. Reverse auction

Answer: A

42. Materials used in the normal operation of a business but not related to primary business operations are called what?

- a. Supplies
- b. Direct materials
- c. Indirect materials
- d. Daily stuff

Answer: C

43. Amazon.com is well-known for which e-commerce marketing technique?

- a. Banner ads
- b. Pop-up ads
- c. Affiliate programs
- d. Viral marketing

Answer: C

44. What is the name given to an interactive business providing a centralized market where many buyers and suppliers can come together for e-commerce or commerce-related activities?

- a. Direct marketplace
- b. B2B
- c. B2C
- d. Electronic marketplace

Answer: D

45. Which form of e-marketplace brings together buyers and sellers from multiple industries, often for MRO materials?

- a. horizontal
- b. Vertical
- c. Integrated

d. Inclined

Answer: A

46. Which form of e-marketplace brings together buyers and sellers from the same industry?

- a. horizontal
- b. Vertical
- c. Integrated
- d. Inclined

Answer: B

47. Which type of add appears on a web page?

- a. pop-under ad
- b. Pop-up ad
- c. Banner ad
- d. Discount ad

Answer: C

48. What type of ad appears on top of a web page?

- a. pop-under ad
- b. pop-up ad
- c. banner ad

d. discount ad

Answer: B

49. What type of ad appears under a web page?

a. pop-under ad

b. pop-up ad

c. banner ad

d. discount ad

Answer: A

50. Which, if any, of the following types of ads are people most willing to tolerate?

a. pop-under ad

b. pop-up ad

c. banner ad

d. none of the above

Answer: D



Unit-2

1. the customer review of a product on an E-Commerce website.

- a) Awareness about the brand
- b) Awareness about the product
- c) Experience the product
- d) Both a&c

Answer: b

2. The main objective of digital marketing is to _____

3. buying relevant keyword and Paid search marketing is about bidding

- a) True
- b) False
- c) May be
- d) May not

Answer: a

4. People who had earlier visited the site is _____ Customising advertisement to.

- a) Search retargeting
- b) Contextual marketing
- c) Remarketing



d)None

Answer: c

5. This aims at influencing users who have begun their research on search engines, but not needed that they have visited a brand site.

a)Contextual marketing

b)Search retargeting

c)Remarketing

d)Both a&b

Answer: b

6. Which platform can be used by advertisers and purchase ad impressions across ad exchanges?

a) demand-side platform

b)supply side platform

c)Ad network

d)None

Answer: a

7. Real-time bidding is a form of programmatic buying

a)True

b)False



c) Partially True

d) None

Answer: a

8. Which capabilities are offered by Web Content Management Tools?

a)Centralized version control

b)Simplification through templates

c)Integration with enterprise applications

d)all

Answer: d

9. Which design approaches help in building sites that are optimized for various screen sizes?

a)Mobile optimized design

b)Responsive web design

c)Progressive enhancement

d)Adaptive web design

Answer: b

10. Site designing for mobile is very similar to the web.

a)True

b)False



c)May be

d)May not

Answer: b

11.Profits related to a new product in its introductory stage of profit related to new product

A.negative

B.positive

C.higher

D.declining

Answer: A

12. _____classified by decoding, feedback, encoding and response are together in communication process.

A.communication tools

B.communication channels

C.communication parties

D.communication function

Answer: D

13.Product development comes from_____ source of idea.

A.internal sources



B.external sources

C.product extension

D.both a and b

Answer: D

Answer

14.Which way of consumers feel or perceive towards an actual product or potential market offering

A.sales concept

B.product images

C.product idea

D.customer management

Answer: B

15.which Products like as “VHS tapes”

A.product classes

B.branding

C.product forms

D.product perception

Answer: B

16._____ behavior Highly involved consumer buying behavior while perceiving significant differences between brands



- A.complex behavior
- B.variety seeking behavior
- C.dissonance reducing behavior
- D.habitual behavior

Answer: A

17. _____ Procedure in marketing which consists of enlisting opinion leaders as “brand ambassadors” is called

- A.Leading
- B.online
- C.Buz
- D.none of the above

Answer: C

18.customer is _____, If customer’s expectations and products performance matches

- A.satisfied
- B.dissatisfied
- C.delighted
- D.none of these

Answer: A



19. Stages such as conviction stage, liking stage, preference stage, and actual purchase stage are all of the process called

- A. channeling
- B. buyer readiness
- C. channel designing
- D. strategic

Answer: B

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

- A. market strategy
- B. a testing technique
- C. intermediaries
- E. logistic network

Answer : A

21. _____ communication process, receiver and sender are classified as

- A. functions
- B. parties
- C. tools
- D. channels

Answer: B



22. stage in which purchase intention is transformed into purchase decision is called

- A. need recognition
- B. information search
- C. purchase decision
- D. both b and c

Answer: C

23. media and message are considered as _____ in communication process

- A. tools
- B. channels
- C. functions
- D. parties

Answer: A

24. 'Maslow's hierarchy of needs

- A. physiological
- B. self-actualization
- C. esteem needs
- D. all of above

Answer: D



25. _____ is classified An idea for a possible product that company will offer

A.product idea

B.product image

C.customer management

D.none of the above

Answer: D

26. A detailed stated version of shortlisted new ideas in meaningful consumer terms is best classified as

A.concept

B.phase

C.screening

D.raw-material screening

Answer: A

27. The tendency of difficult understanding related to the use of market offering is called

A.relative advantage

B.complexity

C.communicability



D.compatibility

Answer: B

28.which triggers positive or negative emotions leads to purchase motivation

A.emotional appeal

B.rational appeal

C.moral appeal

D.irrational appeal

Answer : A

29.Customers in growth stage of life cycle of products are classified as

A.innovators

B.early adopters

C.middle majority customers

D.laggards

Answer B

30.Considering non-personal communication channels, magazines, direct mail and newspapers are considered as

A.online media

B.print media



C.broadcast media

D.display media

Answer :B

31.Product development process after analysis of business next step to be taken is

A.test marketing

B.penetration marketing

C.one chanal marketing

D.individual marketing

Answer:A

32.who is suspicious of change is classified as

A.late majority

B.early majority

C.laggard

D.early adopter

Answer:C

33.which is reflected in web design through _____.

A.different feature stories appealing to different members

B.content referencing the needs of companies



C.different navigation options appealing to different members

D.status of the business in the purchase decision process

Answer:C

34. Many consumer products are a key difference between B2C and B2B marketing which is reflected in web design through _____.

A.referencing needs of companies of different sizes

B.the status of the business in the purchase decision process

C.different feature stories appealing to different members

D.different navigation options appealing to different members

Answer: B

35.which goal of a business-to-business website involves an interactive dialogue with a virtual salesperson?

A.sizzle

B.sell

C.speak

D.save

Answer: B

35.which goal of a business-to-business website involves gaining permission from a website visitor and other communications channels?



A.serve

B.speak

C.sell

D.save

Answer: B

36. Business-to business eCommerce involves commercial transactions between other organizations and organizations.

A.True

B.False

C. May be

D. May not be

Answer: A

37.the example of business-to-business services offered by Google which gains advertising revenue.

A.Google AdWords pay per click sponsored

B.Google Apps Application Suite

C.YouTube Brand Channel

D.Google Search application providing online website

Answer: C



38. _____ is an example of business-to-business services offered by Google

application running as part of a customer's website.

A. Google Search application providing online website search

B. Google Apps Business Application

C. YouTube Brand Channel

D. Google AdWords click sponsored link advertising

Answer: A

39. which is normally run by a consortium of buyers in order to establish an efficient purchasing environment.

A. B2B independent e-marketplace.

B. buyer-oriented marketplace.

C. supplier-oriented marketplace.

D. vertical and horizontal e-marketplace.

Answer: B

40. which is an online platform operated by a third party and is open to buyers or sellers in a particular industry.

A. vertical and horizontal e-marketplace.

B. supplier-oriented marketplace.

C. buyer-oriented marketplace.



D.B2B independent e-marketplace.

Answer: D

41. By bulk buying of items, One aim of e-procurement is to increase savings

A.right quantity.

B.right thing.

C.right quality.

D.right price.

Answer: A

42. Which production is related to procurement?

A.Office supplies.

B.Raw materials.

C.Information systems.

D.Furniture.

Answer: B

43. In a market where companies build close connective relationships where Internet technology will not feature strongly in the development of these relationships, this is known as a _____ relationship. | Digital Marketing Mcqs

A.Low Tech, High Touch, Personal

B.Low Tech, High Touch Transactional



C.High Tech/Low Touch, Automated

D.High Tech/Low Touch, Personal

Answer: A

44.where technology will not feature in the development of these relationships, this is known as a _____ relationship.

A.Low Tech, High Touch, Personal

B.Low Tech, High Touch Transactional

C.High Tech/Low Touch, Personal

D.High Tech/Low Touch, Automated

Answer: B

45.website functions, which are the most important?

A.Having free reports

B.services your company provides

C.Capturing email addresses of visitors

D.information on every page

Answer: C

46.Way promote a business with social media is _____

A.your company, services, and products

B.many contacts as possible



- C. Offer a lot of helpful
- D.potential clients to visit your website

Answer: C

47.search page engine optimization refers to_____

- A.Programming keywords into a website
- B.each page of a website for design
- C.amount of links coming into your website
- D.The number of search engine sites a website

Answer: A

48. The best way to improve search engine ranking is with

- A.Video
- B.A blog
- C.Having at least 500 words on the page
- D.a lot of graphics per page

Answer: B

49.which main objective of branding is?

- A.customers recognize your logo and marketing materials
- B.earn trust from your customers
- C.Promotional materials that match



D.a unique tag line

Answer: B

50. Which marketing techniques are most likely to pay you?

A. Pay click advertising

B.Using social media marketing

C.Posting press

D.article marketing

Answer: D

Unit-3

1. refers to a brands objective attributes in relation to other brands

- A. Brand position
- B. Product position
- C. Brand relationship
- D. Both A&B

ANSWER: D

2. ----- defines what the the brand thinks about the consumer, as per the consumer

- A. Brand attitude
- B. Brand positioning
- C. Brand relationship
- D. Brand manage

ANSWER: A

3. A marketer need to understand that some general traits of a brand name are

- A. Easy to recognize
- B. Easy to pronounce
- C. Easy to memorize
- D. None of the above

ANSWER: D

4. marketing is a process which aims at

- A. production
- B. profit making
- C. satisfaction of customer needs
- D. selling products

ANSWER: C

5. marketers often use the term ----- to cover various groupings of customers

- A. buying power
- B. demographic segment
- C. people
- D. market

ANSWER: D

6. select an appropriate definition of want .

- A. consumer needs
- B. needs backed by buying power
- C. needs directed to the product
- D. basic human requirements

ANSWER: C

7. The key customer markets consists of

- A. Government markets
- B. Business markets
- C. Consumer markets

D. All of the above

ANSWER: D

8.buy products &use product A. consumer & customers

B. buyers & sellers

C. buyers & customers

D. customers & consumer

ANSWER: B

9. -----reflects the sum of the perceived tangible & intangible benefits & costs to customers A. customer satisfaction

B. customer value

C. customer delight

D. none of the above

ANSWER: B

10. Testing before launching a product launching a product is known as A. Acid test

B. Concept testing

C. mrket test D. test marketing

ANSWER: D

11. _____ is a way of describing audience based on factors such as age, gender, education level, town class, income etc.

A. Demographic

B. Psychographic

C. Socio-economic

D. Infographics

ANSWER: A

12. _____ is a way of describing audience based on their life style, attitudes, aspirations, habits etc.

A. Demographics

B. Psychographics

C. Socio-economic

D. Infographics

ANSWER: B

13.is the acquisition of goods and services by the seller or industrial user for the purpose of resale A. selling

B. assembling

C. buying

D. transportation

ANSWER: B 14. A.... is an elaborated version of the idea expressed in consumer terms

A. new idea

B. product concept

C. product idea

D. test brand

ANSWER: B

15. NPD Stands for

- A. national production division
- B. new product department
- C. new product design
- D. new product development

ANSWER: D

16. A.....is a detailed version of the idea stated in meaningful consumer terms

- A. product concept
- B. product idea
- C. product feature
- D. product image

ANSWER: A

17. marketing myopia related first paper published in 1960 in the

- A. international business review
 - B. forbes magazine
 - C. harvard business review
 - D. oxford university press
- ANSWER: C

18. A large amount of _____ advertising is for retailers, local businesses and for promotions. A. news paper

B. magazines

C. radio D. television

ANSWER: C

19. marketing buzz means means.....

A. De marketing

B. Pricing

C. Product Development

D. Promotion

ANSWER: C

20. Companies are exploring the _____ for communicating their advertising message because of its several attractive features and advantages.

A. television

B. newspaper

C. radio

D. new media

ANSWER: D

21. The advertising industry is passing through a transition phase with the emergence of the _____ media. A. television

B. online

C. interactive

D. information

ANSWER: B

22. New media is very cost-effective when compared to the traditional media and is highly _____.

- A. reliable
- B. required
- C. resourceful
- D. result-oriented

ANSWER: D

23. The _____ is the biggest possible medium and has the quickest and the deepest reach throughout the globe.

- A. web
- B. TV
- C. radio
- D. outdoor

ANSWER: A

24. Digital technology is changing the way _____ relate to products and markets.

- A. manufactures
- B. consumer
- C. dealers
- D. industry

ANSWER: B

25. Cyber consumers are not _____.

- A. active
- B. passive
- C. homogeneous
- D. heterogeneous

ANSWER: C

26. Marketers often use the term _____ to cover various groupings of customers.

- A. people
- B. buying power
- C. demographic segment
- D. market

ANSWER: D

27. Inside sales is known as

- A. Direct marketing
- B. social marketing
- C. tele-marketing
- D. viral marketing

ANSWER: C

28. which is the future of of direct marketing

- A. one to one communication

- B. open dialogue
- C. personal relationship
- D. all the above

ANSWER: D

29. tele marketing is a part of

- A. direct marketing
- B. relationship marketing
- C. social marketing
- D. viral marketing

ANSWER: A

30. Selectivity is related to _____.

- A. portrayal
- B. relevance
- C. support
- D. coverage

ANSWER: D

31. A cluster of complementary goods and services across diverse set of industries is called as

- A. market place
- B. meta market
- C. market space
- D. resource market

ANSWER: B

32. _____ advertising affords the marketer the ability to engage the consumer in a direct and personal way.

- A. Interactive
- B. Contextual
- C. Traditional
- D. Website.

ANSWER: A

33. One of the key tasks of marketers is _____ and to create consumer perceptions that the product is worth purchasing.

- A. To make products easily visible and available
- B. To promote sales of products
- C. To differentiate their products from those of competitors
- D. To do marketing surveys

ANSWER: C

34. _____ technology is changing the way consumers relate to products and markets.

- A. Information
- B. New
- C. Digital
- D. Cyber

ANSWER: C

35. Cyber consumers are not _____.

- A. Heterogeneous
- B. segmented
- C. mass
- D. homogeneous

ANSWER: D

36. e-Tailing will have to co-exist with _____ retailing.

- A. e-Commerce
- B. traditional
- C. mobile
- D. integrated

ANSWER: B

37. _____ the appropriate market segment has become ever more important when carrying out e-branding campaigns.

- A. Segmenting
- B. Positioning
- C. Targeting
- D. Implementing

ANSWER: C

38. Creating and securing a brand name in the physical world requires extensive marketing. _____.

- A. Research
- B. strategy
- C. effort
- D. media

ANSWER: A 39. Online marketing of all types offers superior measurability and trackability in comparison to traditional _____.

- A. media
- B. tactics
- C. research
- D. information

ANSWER: B

40. Digital branding, in general need to have the consumer- specific orientation addressed to consumers in a _____ context.

- A. geographic
- B. natural
- C. confined
- D. cultural

ANSWER: D

41. What is the last stage of the consumer decision process?

- A. problem recognition
- B. post purchase behavior

C. alternative evaluation

D. purchase

ANSWER: B

42. Media are the bridges that carry messages back and forth between companies and

_____. A. consumers

B. customers

C. prospects

D. influencers.

ANSWER: B

43. The challenge of media planning is becoming greater because the number of ways to send brand messages is _____.

A. decreasing

B. complicated

C. increasing

D. competitive

ANSWER: C

44. Media planners begin their work by doing media _____.

A. research

B. message

C. buying

D. selling

ANSWER: A

45. _____ markets are made up of members of the distribution chain

- A. Consumer
- B. Business-to-business (industrial
- C. Institutional
- D. Channel

ANSWER: D

46. Vehicles dealing with particular areas of interest, such as sports, hobbies or finance, are the ones most likely to have lifestyle and product - usage data in addition to _____ profiles.

- A. media
- B. demographic
- C. audience
- D. brand

ANSWER: B

47. When a company distributes its products through a channel structure that includes one or more resellers, this is known as _____

- A. Indirect marketing
- B. direct marketing
- C. multi-level marketing
- D. integrated marketing



ANSWER: A 48. In marketing theory, every contribution from the supply chain adds _____ to the product A. value B. cost C. convenience D. ingredients

ANSWER: A

49. In marketing theory, every contribution from the supply chain adds _____ to the product.

- A. value
- B. costs
- C. convenience
- D. ingredients

ANSWER: A

50. The act of trading a desired product or service to receive something of value in return is known as which key concept in marketing?

- A. product
- B. exchange
- C. production
- D. customer

ANSWER: B

Unit-4

1. refers to a brands objective attributes in relation to other brands

- A. Brand position
- B. Product position
- C. Brand relationship
- D. Both A&B

ANSWER: D

2. ----- defines what the the brand thinks about the consumer, as per the consumer

- A. Brand attitude
- B. Brand positioning
- C. Brand relationship
- D. Brand manage

ANSWER: A

3. A marketer need to understand that some general traits of a brand name are

- A. Easy to recognize
- B. Easy to pronounce
- C. Easy to memorize
- D. None of the above

ANSWER: D

4. marketing is a process which aims at

- A. production
- B. profit making
- C. satisfaction of customer needs
- D. selling products

ANSWER: C

5. marketers often use the term ----- to cover various groupings of customers

- A. buying power
- B. demographic segment
- C. people
- D. market

ANSWER: D

6. select an appropriate definition of want .

- A. consumer needs
- B. needs backed by buying power
- C. needs directed to the product
- D. basic human requirements

ANSWER: C

7. The key customer markets consists of

- A. Government markets
- B. Business markets
- C. Consumer markets

D. All of the above

ANSWER: D

8.buy products &use product A. consumer & customers

B. buyers & sellers

C. buyers & customers

D. customers & consumer

ANSWER: B

9. -----reflects the sum of the perceived tangible & intangible benefits & costs to customers A. customer satisfaction

B. customer value

C. customer delight

D. none of the above

ANSWER: B

10. Testing before launching a product launching a product is known as A. Acid test

B. Concept testing

C. market test D. test marketing

ANSWER: D

11. _____ is a way of describing audience based on factors such as age, gender, education level, town class, income etc.

A. Demographic

B. Psychographic

C. Socio-economic

D. Infographics

ANSWER: A

12. _____ is a way of describing audience based on the their life style, attitudes, aspirations, habits etc.

A. Demographics

B. Psychographics

C. Socio-economic

D. Infographics

ANSWER: B

13.is the acquisition of goods and services by the seller or industrial user for the purpose of resale A. selling

B. assembling

C. buying

D. transportation

ANSWER: B 14. A.... is an elaborated version of the idea expressed in consumer terms

A. new idea

B. product concept

C. product idea

D. test brand

ANSWER: B

15. NPD Stands for

- A. national production division
- B. new product department
- C. new product design
- D. new product development

ANSWER: D

16. A.....is a detailed version of the idea stated in meaningful consumer terms

- A. product concept
- B. product idea
- C. product feature
- D. product image

ANSWER: A

17. marketing myopia related first paper published in 1960 in the

- A. international business review
- B. forbes magazine
- C. harvard business review
- D. oxford university press

ANSWER: C

18. A large amount of _____ advertising is for retailers, local businesses and for promotions.

- A. news paper
- B. magazines
- C. radio D. television

ANSWER: C

19. marketing buzz means means.....

- A. De marketing
- B. Pricing
- C. Product Development
- D. Promotion

ANSWER: C

20. Companies are exploring the _____ for communicating their advertising message because of its several attractive features and advantages.

- A. television
- B. newspaper
- C. radio
- D. new media

ANSWER: D

21. The advertising industry is passing through a transition phase with the emergence of the _____ media.

- A. television
- B. online
- C. interactive
- D. information

ANSWER: B

22. New media is very cost-effective when compared to the traditional media and is highly _____.

- A. reliable
- B. reputed
- C. resourceful
- D. result-oriented

ANSWER: D

23. The _____ is the biggest possible medium and has the quickest and the deepest reach throughout the globe.

- A. web
- B. TV
- C. radio
- D. outdoor

ANSWER: A

24. Digital technology is changing the way _____ relate to products and markets.

- A. manufactures
- B. consumer
- C. dealers
- D. industry

ANSWER: B

25. Cyber consumers are not _____.

- A. active
- B. passive
- C. homogeneous
- D. heterogeneous

ANSWER: C

26. Marketers often use the term _____ to cover various groupings of customers.

- A. people
- B. buying power
- C. demographic segment
- D. market

ANSWER: D

27. Inside sales is known as

- A. Direct marketing
- B. social marketing
- C. tele-marketing

D. viral marketing

ANSWER: C

28. which is the future of of direct marketing

A. one to one communication

B. open dialogue

C. personal relationship

D. all the above

ANSWER: D

29. tele marketing is a part of

A. direct marketing

B. relationship marketing

C. social marketing

D. viral marketing

ANSWER: A

30. Selectivity is related to _____.

A. portrayal

B. relevance

C. support

D. coverage

ANSWER: D

31. A cluster of complementary goods and services across diverse set of industries is

called as

- A. market place
- B. meta market
- C. market space
- D. resource market

ANSWER: B

32. _____ advertising affords the marketer the ability to engage the consumer in a direct and personal way.

- A. Interactive
- B. Contextual
- C. Traditional
- D. Website.

ANSWER: A

33. One of the key tasks of marketers is _____ and to create consumer perceptions that the product is worth purchasing.

- A. To make products easily visible and available
- B. To promote sales of products
- C. To differentiate their products from those of competitors
- D. To do marketing surveys

ANSWER: C

34. _____ technology is changing the way consumers relate to products and

markets.

- A. Information
- B. New
- C. Digital
- D. Cyber

ANSWER: C

35. Cyber consumers are not _____.

- A. Heterogeneous
- B. segmented
- C. mass
- D. homogeneous

ANSWER: D

36. e-Tailing will have to co-exist with _____ retailing.

- A. e-Commerce
- B. traditional
- C. mobile
- D. integrated

ANSWER: B

37. _____ the appropriate market segment has become ever more important when carrying out e-branding campaigns.

- A. Segmenting

B. Positioning

C. Targeting

D. Implementing

ANSWER: C

38. Creating and securing a brand name in the physical world requires extensive marketing. _____.

A. Research

B. strategy

C. effort

D. media

ANSWER: A 39. Online marketing of all types offers superior measurability and trackability in comparison to traditional _____.

A. media

B. tactics

C. research

D. information

ANSWER: B

40. Digital branding, in general need to have the consumer- specific orientation addressed to consumers in a _____ context.

A. geographic

B. natural

C. confined

D. cultural

ANSWER: D

41. What is the last stage of the consumer decision process?

A. problem recognition

B. post purchase behavior

C. alternative evaluation

D. purchase

ANSWER: B

42. Media are the bridges that carry messages back and forth between companies and _____.

A. consumers

B. customers

C. prospects

D. influencers.

ANSWER: B

43. The challenge of media planning is becoming greater because the number of ways to send brand messages is _____.

A. decreasing

B. complicated

C. increasing

D. competitive

ANSWER: C

44. Media planners begin their work by doing media _____.

A. research

B. message

C. buying

D. selling

ANSWER: A

45. _____ markets are made up of members of the distribution chain

A. Consumer

B. Business-to-business (industrial

C. Institutional

D. Channel

ANSWER: D

46. Vehicles dealing with particular areas of interest, such as sports, hobbies or finance, are the ones most likely to have lifestyle and product - usage data in addition to _____ profiles.

A. media

B. demographic

C. audience

D. brand

ANSWER: B

47. When a company distributes its products through a channel structure that includes one or more resellers, this is known as _____

- A. Indirect marketing
- B. direct marketing
- C. multi-level marketing
- D. integrated marketing

ANSWER: A 48. In marketing theory, every contribution from the supply chain adds _____ to the product

- A. value
- B. cost
- C. convenience
- D. ingredients

ANSWER: A

49. In marketing theory, every contribution from the supply chain adds _____ to the product.

- A. value
- B. costs
- C. convenience
- D. ingredients



ANSWER: A

50. The act of trading a desired product or service to receive something of value in return is known as which key concept in marketing?

- A. product
- B. exchange
- C. production
- D. customer



Unit-5

1. What is the correct syntax in HTML for creating a link on a webpage?

- A. <LINK SRC= “ghumti.html”>
- B. <BODY LINK = “ghumti.html”>
- C.
- D. < A HREF = “ghumti.html”>

ANSWER: D



2 Which of the following is an attribute of <Table> tag?

- A. SRC
- B. LINK
- C. CELLPADDING
- D. BOLD

ANSWER: C



3 Choose the correct HTML tag to make the text bold?

- A.
- B. <BOLD>
- C.
- D. Both A) and C)

ANSWER: D

4 Which HTML tag would be used to display power in expression $(A+B)^2$?

A. <SUP>

B. <SUB>

C.

D. <P>

ANSWER: A



5 Choose the correct HTML code to create an email link?

A.

B.

C. <MAIL>ganesh@ghumti.com </MAIL>

D.

ANSWER: B



6 Choose the correct HTML tag for the largest heading?

A. <H1>

B. <H6>

C. <H10>

D. <HEAD>

ANSWER: A

7 Output of XML document can be viewed in a

- A. Word Processor
- B. Web browser
- C. Notepad
- D. None of the above

ANSWER: B



8 What is the correct way of describing XML data?

- A. XML uses a DTD to describe data
- B. XML uses a description node to describe data
- C. XML uses XSL to describe the data
- D. XML uses a validator to describe the data

ANSWER: C



9 Comments in XML document is given by:

- A. <?_ _ _ _>
- B. <!_ _ _ _!>
- C. <!_ _ _ _>
- D. </_ _ _ _>

ANSWER: C

10 Which statement is true?

- A. An XML document can have one root element
- B. An XML document can have one child element
- C. XML elements have to be in lower case
- D. All of the above

ANSWER: A

11. is it most ideal to send a press release?

- A. when there is “big news” happening
- B. around the holidays
- C. news seems to be slow
- D. Tuesday through Thursday for newsworthy

Answer: D

12. the best way to make money “while you sleep”?

- A. up good marketing ideas by dreaming
- B. Selling stuff
- C. Having products on your website



D.spouse who works the night shift

Answer: C

13.the possibility of website visitors following through on contacting you is

A. Offer a 1-800-#

B. Tell them to call you

C.”take away” with your contact information

D. Offer testimonials

Answer: B

14.which is keeping someone on your website and encouraging them to come back?

A. Make a website things to do a website interactive such as quizzes, downloads, etc

B.a lot of text to read

C. Make it difficult to locate

D.Pack a lot of graphics and photos

Answer: A

15. SEO stand for?

A.ite Engine Optimization

B.Search Engine Optimization

C.Site Efficiency Optimization



D.none of these

Answer: B

16.which name is the latest major change in functionality?

A.Farmville

B.Timeline

C.Newsfeed

D.both A&B

Answer: B

17._____ name of the Hosting Company that is used for all external consumer-facing sites?

A.Verizon

B.HP

C.Rackspace

D.none of these

Answer: C

18._____ is the new content management tool for SWEET ?

A.Sitecore

B.CMS Lite

C.Sharepoint

D.none

Answer: A

19. Social networks are organized primarily around _____.

- A. brands
- B. people
- C. discussions
- D. interests

Ans : B

20. Which social network is considered the most popular for social media marketing?

- A. Twitter
- B. Facebook
- C. Linkdin
- D. Whats App

Ans : B

21. What is the name for Facebook`s ranking algorithm?

- A. Like Rank
- B. Face rank

C. Page rank

D. Edge rank

Ans : D

22. Which of the following is an important aspect of creating blogs and posting content?

A. Using a witty user name

B. Posting at least once a month to the blog

C. Social Media Optimization

D. All of the above

Ans : D

23. What is meant by "micro-blogging"?

A. Blogs which are posted by companies, not individuals

B. Blogs with limited individual posts, limited by character count typically

C. Blogging from mobile devices

D. All of the above

Ans : B

24. What is "social media optimization"?

- A. Creating content which easily creates publicity via social networks
- B. Writing clear content
- C. Creating short content which is easily indexed
- D. Hiring people to create content for social networks

Ans : A

25. What would the marketing budget section of a marketing plan detail?
- A. The cost to write the plan
 - B. The marketing personnel job descriptions
 - C. The expected costs for each ad campaign based on the delivery method
 - D. None of the above

Ans : C

26. What is the name of Facebook's analytic package?
- A. Princeps
 - B. Viewership
 - C. Discover
 - D. Insights

Ans : D

27. How does creating a social network marketing plan differ from a traditional marketing plan?

- A. The brand image should be completely different for social marketing
- B. The staff requirements and skill sets for social marketing are different
- C. Other than the method of delivery, a marketing plan either way will be similar
- D. None of the above

Ans : B

28. Which of the following is functions of social media for business?

- A. Are you participating in the conversation and sharing?
- B. Are you listening and monitoring what is being said about you?
- C. Both A and B
- D. None of the above

Ans : C