

[Examrace: Downloaded from examrace.com \[https://www.examrace.com/\]](https://www.examrace.com/)

[For solved question bank visit doorsteptutor.com \[https://www.doorsteptutor.com\]](https://www.doorsteptutor.com) and for free video lectures visit [Examrace YouTube Channel \[https://youtube.com/c/Examrace/\]](https://youtube.com/c/Examrace/)

Multiple Choice Questions for Marketing Aptitude Part 4

Doorsteptutor material for competitive exams is prepared by world's top subject experts: [get questions, notes, tests, video lectures and more \[https://www.doorsteptutor.com/\]](https://www.doorsteptutor.com/) - for all subjects of your exam.

Q.52 Which of the following cost may be used for pricing decision?

1. fixed cost
2. variable cost
3. average cost
4. all of these

Answer: 4

Q.53 Which one of the following is not method of selling prices?

1. cost plus pricing method
2. marginal cost pricing method
3. break-even-pricing method
4. first in-first out cost method

Answer: 4

Q.54 "price policies provide the guidelines within which pricing strategy is formulated and implemented" who said it?

1. Cundiff and still
2. P. Kataler
3. Scoffe
4. All of these

Answer: 1

Q.55 Which one of the formula may be used for setting prices under plus pricing method?

1. Selling price = Unit total cost + desired unit profit
2. Selling price = Unit total cost + profit
3. Selling price = Unit total cost + selling expenses
4. None of these

Answer: 1

Q.56 Discount policies covers_____

1. Cash discount policy
2. Trade discount policy
3. quantity discount policy
4. all of these

Answer: 4

Q.57 An appropriate pricing policy has a positive impact on profit making and

1. Sales realisation
2. Controlling
3. purchasing
4. none of these

Answer: 1

Q.58 Which of the following is included under storey retailers?

1. departmental store
2. super markets
3. discount store
4. all of these

Answer: 1

Q.59 A departmental store offers a wide range of products in an organised fashion and is easily accessible to the_____

1. consumers
2. firm
3. governments
4. suppliers

Answer: 1

Q.60 Super markets are retail stores which handle relatively a large volume of goods and services at_____ cost, high margin principle of retailing.

1. high cost
2. low cost
3. no profit-no loss
4. none

Answer: 2

Q.61 The catalog stores is new generation super stores which deal with a variety of goods and services of

1. low range
2. wide range
3. firm

4. none of these

Answer: 2

Q.62 The exclusive stores involves_____

1. Single line store
2. Limited line stores
3. Super speciality stores
4. All of these

Answer: 4

Q.63 Which of the following is included understorey retailers?

1. superstore
2. hyper markets
3. convenience store
4. all of these

Q.64 The advantage of a high profit under the value pricing approach is _____ in the long run when there is a consumer segmentation for the product with a high recognition.

1. anticipated
2. inspired
3. motivated
4. oriented

Answer: 1

Q.65 Advertising is an instrument _____ which is applied in practice both as a science and an art generated by creative devices.

1. Marketing
2. Firm
3. Salesmen
4. All of these

Answer: 1

Q.66 The environmental factors of advertising are

1. social and cultural factors
2. legal factors
3. economic factors
4. all of these

Answer: 4

Q.67 Which of the following functions covers under advertising classification?

1. product advertising

2. primary advertising
3. selective advertising
4. all of these

Answer: 1

Q.68 Which cost are known as periodical cost?

1. fixed cost
2. total cost
3. variable cost
4. sunk cost
5. all

Answer: 1

Q.69 The process of advertising in business begins with market situation analysis conducted to assess the marketing _____ for the product in the existing state of business in the market

1. opportunities
2. accessibility
3. difficulty
4. functioning

Answer: 1

Frequently Asked Questions (FAQs)

- . Benchmark means_____

(- bl...@ on 21-Apr-2023)

1 Answer

Benchmarking is a process of measuring the performance of a company's products, services, or processes against those of another business. You can visit [Management Paper II Topic Wise \[https://www.doorsteptutor.com/Exams/UGC/Management/\]](https://www.doorsteptutor.com/Exams/UGC/Management/) for important notes, practice questions and answers along with video lectures on Management.

- bl...@ on 21-Apr-2023