Paper Code : 3805

MCom Sem – III New Course
JUL/SEP – 2021
Advance Marketing Management

કુલ સમય : ૬૦ મીનીટ | કુલ પ્રશ્નો : ૫૦ | વિદ્યાર્થીએ ટીક કરવાના પ્રશ્નો : ૩૫

નોંધ : વિદ્યાર્થીએ માત્ર ૩૫ પ્રશ્નો જ ટીક કરવાના રહેશે. જો વધારે ટીક કરેલ હશે તો પ્રથમ ૩૫ પ્રશ્નો જ ગણતરીમાં લેવામાં આવશે.

(ENGLISH VERSION)

1. Which factor is not included in external factors of marketing from the following?
   (A) Supplier of goods (B) Mediators (C) Technology (D) Storage facility
2. Which factor is not included in natural environment from the following?
   (A) Water (B) Mineral (C) Forest wealth (D) Physical wealth
3. Which factor is included in social economics from the following?
   (A) Festivals function (B) Per capita income (C) Government policy (D) Agricultural product
4. Which of the following components is not included in marketing mix?
   (A) Product (B) Packing (C) Price (D) Promotion
5. Which of the following matter does not included in strategic marketing process?
   (A) Analysis of market opportunities (B) Selection of targeted market
   (C) Training to worker (D) Development of Marketing Mix
6. Product positioning means
   (A) Arrangement of products in show-case (B) Place of product in store department
   (C) Place of product in the context of competitor's product (D) Specific place for a product
7. Which of the following factors does not affect the strategy of marketing mix?
   (A) Product life cycle (B) Training to workers (C) Pricing (D) Strength of company
8. Which concept is included in market promotion?
   (A) To increase the sales (B) To increase the profit (C) To increase the market (D) To increase an advertisement
9. Which of the following matter does not suggest the importance of market promotion?
   (A) Increase the control over market (B) Product life cycle will increase
   (C) Stability of business increase (D) Government facility will increase
10. From the following which product is not perishable?
    (A) Glass (B) Shampoo (C) Incense stick (D) Drinks
11. Which product from following is considered service oriented?
    (A) Soap (B) Repairing work (C) Candle (D) Motor car
12. From the following which item is considered as capital expenditure?
    (A) Setting of machine (B) Raw material (C) Electricity (D) Petrol
3. Which matter is not consistent with the simplification of product?
   (A) Increase in utility (B) Increase in quality (C) Increase in competition (D) Decrease in price
14. Which matter is not considered in product line from the following?
    (A) Product mix (B) Packing of the product (C) Depth of product (D) Consistency of product
15. From the following which cause is not responsible for the emergence of product line?
    (A) competitor's product (B) Supporting product (C) customer's mobility (D) Similar use
16. From the following which cause is not responsible for the length of product line?
    (A) Production capacity (B) Nature of product (C) Market demand (D) Internal structure
17. According to the expectation when any new consistent product added in the present product -line , what should be said?
    (A) Modernization of product line (B) Product line filling (C) Product depth (D) product enrichment
18. The arrangement to send the product produced to consumer is called
    (A) Transportation (B) Marketing channel (C) Marketing handling (D) Product promotion
19. Which benefit is not received by the producer through middlemen, from the following
    (A) Help in market segment (B) Help in pricing
    (C) Co-ordination between demand & supply (D) Effective distribution of goods
20. Which benefit is not received by the customer from the middlemen
    (A) Possibility of large choice (B) Compensation of loss
    (C) After sales service (D) Guidance about purchasing
21. Which factor is not affecting channel of distribution from the following
    (A) Number of customer (B) Storage capacity of producer (C) Research activity (D) Fashion of customer
22. Which channel of distribution in considered proper for the distribution of perishable goods, from the following?
    (A) Wholesalers (B) Wholesalers-retailers (C) Agent-retailer (D) Direct selling
23. Which matter is not considered, while selecting channel of distribution, from the following
    (A) Customer (B) Products (C) Machinery (D) Middlemen

24. Which standard is not considered at the time of evaluating channel of distribution?
(A) Standard of education (B) Standard of profit (C) Standard of control (D) Flexibility
25. Which factor is not responsible from the following for international marketing?
(A) Geographical diversity (B) Increase in population (C) Advantages of specialization (D) Benefits of taxes
26. Which difference is seen from the following in national and international marketing?
(A) Currency (B) Language (C) Weight and Measures (D) all
27. Which matter from the following included in Economic environment of international marketing?
(A) Economic condition of country (B) Economic policy of country (C) Fashion of people (D) all
28. Which method from the following is not included in the economic policy of the country?
(A) Import-Export policy (B) Education policy (C) Exchange rate policy (D) Laws implementation policy
29. Which matter from the following is not included in the legal environment of international marketing?
(A) Foreign exchange Act (B) Customer Act (C) company act (D) Shop establishment Act
30. Which factor from the following is no considered to know the culture of any country
(A) Living style (B) Dealing-behavior (C) Education and technology (D) customer-tradition
31. To get entry in international market through contract both the countries enter in to ciontract for which asset from the following
(A) Technology (B) Raw material (C) Finished goods (D) Machinery
32. Which benefit can be obtained to get entry in international market through franchise?
(A) Benefit of quality of goods (B) Benefit of more discount (C) Benefit of use of brand (D) Benefit of packing
33. The _____ factor is not responsible for export oriented marketing
(A) Tax benefits (B) Population growth (C) Geographical diversity (D) Specialization
34. Export oriented marketing differs from _____ .
(A) Currency (B) Language (C) Weighing (D) All
35. For product or market products and services with foreign companies called ___ :
(A). Direct export. (B) Indirect exports. (C) License. (D) Joint venture
36. Which is the biggest way to enter the foreign market?
(A). Exported (B) Joint venture (C) License (D) Direct investment
37. Does the sender submit the goods to the shipping company that issues in return for the partner's receipt?
(A). Way bill (B) Credit later (C) Landing bill (D) Joint transport document
38. Professional organization established based on the characteristics of foreign customers,
(A) . Functional Organization (B) Production oriented organization
(C) International Marketing Consumer Organization (D) All of the above
39. International Marketing Strategies On what basis is the market usually distributed?
(A) Demographic base (B). Economic support (C). Geographical support (D) Multiple factors
40. When international global plans are prepared on the main quarters, when _____ is
(A) Operational planning (B). Strategic planning (C). Corporate planning (D) None of these
41. The estimate under the price method is for ____
(A)Total income (B) Total operating cost (C) Total cost (D) Total transport cost
42. Where the headquarters of the International Trade Organization is located
(A)Geneva (B) New Delhi (C) China (D) London
43. _____ has a contract to sell the entire output producer Rights .
(A). Sales agents (B) Rack Jobs (C) Agents of manufacturers (D). Buying agents
44 and who are engaged in the export of their operations:
(A) Direct export. (B) Indirect exports. (C) License . (D) Contract production.
45. One of the important reasons why trade is global is:
(A) Opportunities for communication (B) Technology (C) Improved transport (D) All this
46 is yare particular when it determines that no limit on the quantity of goods imported into the country Is called classification
(A). Quota. (B) Barrier. (C). Free of charge. (D). Prohibition
47 _____ A promotion strategy that calls for using sales force and trade
(A). Push strategy (B) Bridge strategy (C) Blocking strategy (D) Integrated strategy
48. Which of the following is foreign-owned?
(A). IBM (B). Xerox (C) Kodak (D). Universal Studios
49. of the same project, a company-specific symptoms, then focus on segments that _____ is studying the
(A). Micromarketing (B). Niche marketing (C). Mass marketing (D) . Segment marketing
50. The company has to face many big decisions in this international market
(A) . Deciding whether to go international. (B). Global marketing environment seen from a distance.
(C) . Decides which markets to enter. (D) Deciding how to enter the markets.
