

# **E-MARKETING**

## **Multiple Choice Questions & Answers**

1. \_\_\_\_\_ is the most fundamental aspect for any merchandise transactions.
  - A. financing
  - B. grading
  - C. insurance
  - D. packing**ANSWER: A**
  
2. \_\_\_\_\_ plays a significant role in under developed countries, as it is a multiplier of activities.
  - A. sales
  - B. buying
  - C. marketing
  - D. production**ANSWER: C**
  
3. In evolution of marketing \_\_\_\_\_ stage was concerned only with mass production of goods.
  - A. production orientation
  - B. barter system
  - C. sales orientation
  - D. consumer orientation**ANSWER: A**
  
4. Fixing a high price for a new product will be called as \_\_\_\_\_.
  - A. price skimming
  - B. price segmenetation
  - C. dual pricing
  - D. customary pricing**ANSWER: A**
  
5. Brand loyalty refers to product \_\_\_\_\_.
  - A. identification
  - B. recognition
  - C. preference
  - D. insistence**ANSWER: D**
  
6. Pricing based on area is called as \_\_\_\_\_.
  - A. domestic pricing
  - B. geographical pricing
  - C. skimming pricing
  - D. cost plus pricing**ANSWER: B**
  
7. A method which aims to capture the market and increase the sales volume is known as \_\_\_\_\_.
  - A. packing
  - B. purchasing
  - C. sales promotion
  - D. marketing**ANSWER: C**
  
8. \_\_\_\_\_ gives a chance to the consumers to compare the products with their substitutes.
  - A. sampling
  - B. contest
  - C. premium offers

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D. distribution

**ANSWER: A**

9. \_\_\_\_\_ is a mass communication of information intended to persuade buyers as to maximize profits.

A. advertising

B. salesmanship

C. sales promotion

D. personal selling

**ANSWER: A**

10. A \_\_\_\_\_ is a promotion strategy that calls for using the sales force and trade promotion to move the product channels.

A. push strategy

B. pull strategy

C. blocking strategy

D. integrated strategy

**ANSWER: A**

11. Promotional mix includes \_\_\_\_\_

A. advertising, personal selling and sales promotion

B. advertising, awareness and sales promotion

C. advertising, personal selling and publicity

D. segmentation, personal selling and sales promotion

**ANSWER: A**

12. Distributional activities involve decision regarding \_\_\_\_\_

A. advertisement

B. channels of distribution

C. decision making

D. promotion strategies

**ANSWER: B**