

Book For  
Central Warehousing Corporation



CWC Asistant Marketing Sample Paper



Visit our websites:

-----  
[www.Couponlal.com](http://www.Couponlal.com)

[www.Myexamportal.com](http://www.Myexamportal.com)

[www.Examlal.com](http://www.Examlal.com)

[www.Joblal.com](http://www.Joblal.com)

[www.joinexam.in](http://www.joinexam.in)

[www.examyoud.com](http://www.examyoud.com)

**(1) Companies who form a \_\_\_\_\_ collect information on each customer's past transactions, demographics, psychographics, and media and distribution preferences.**

- [A] sales network
- [B] holistic union
- [C] marketing network
- [D] supply-chain network

**Answer : [C]**

---

[www.myexamportal.com](http://www.myexamportal.com) | [www.couponlal.com](http://www.couponlal.com) | [www.examlal.com](http://www.examlal.com) | [www.joblal.com](http://www.joblal.com) | [www.examy.com](http://www.examy.com)

---

**(2) Green marketing is defined as developing eco-friendly products and their packages to control the negative effects on \_\_\_\_\_.**

- [A] Environment
- [B] Organization
- [C] Products
- [D] None of these

**Answer : [A]**

---

[www.myexamportal.com](http://www.myexamportal.com) | [www.couponlal.com](http://www.couponlal.com) | [www.examlal.com](http://www.examlal.com) | [www.joblal.com](http://www.joblal.com) | [www.examy.com](http://www.examy.com)

---

**(3) \_\_\_\_\_ is the oral presentation in a conversation with one or more prospective buyers for the purpose of making sales.**

- [A] Samples
- [B] Rebates
- [C] Coupons
- [D] Money refund offer

**Answer : [C]**

---

[www.myexamportal.com](http://www.myexamportal.com) | [www.couponlal.com](http://www.couponlal.com) | [www.examlal.com](http://www.examlal.com) | [www.joblal.com](http://www.joblal.com) | [www.examy.com](http://www.examy.com)

---

**(4) Distribution of marketing mix involves -**

- [A] Retailer
- [B] Wholesaler
- [C] Agent
- [D] Above all

**Answer : [D]**

---

[www.myexamportal.com](http://www.myexamportal.com) | [www.couponlal.com](http://www.couponlal.com) | [www.examlal.com](http://www.examlal.com) | [www.joblal.com](http://www.joblal.com) | [www.examy.com](http://www.examy.com)

---

**(5) \_\_\_\_\_ marketing has the aim of building mutually satisfying long-term relations with key parties such as customers, suppliers, distributors, and other marketing partners in order to earn and retain their business.**

- [A] Holistic
- [B] Demand-based
- [C] Direct
- [D] Relationship

**Answer : [D]**

---

[www.myexamportal.com](http://www.myexamportal.com) | [www.couponlal.com](http://www.couponlal.com) | [www.examlal.com](http://www.examlal.com) | [www.joblal.com](http://www.joblal.com) | [www.examy.com](http://www.examy.com)

---

**(6) Companies see \_\_\_\_\_ as an opportunity to enhance their corporate reputation, raise brand awareness, increase customer loyalty, build sales, and increase press coverage.**

- [A] cause-related marketing
- [B] brand marketing
- [C] equity marketing
- [D] direct marketing

**Answer : [A]**

---

[www.myexamportal.com](http://www.myexamportal.com) | [www.couponlal.com](http://www.couponlal.com) | [www.examlal.com](http://www.examlal.com) | [www.joblal.com](http://www.joblal.com) | [www.examy.com](http://www.examy.com)

---

**(7) A marketing information system (MIS) caters to the needs of \_\_\_\_\_ .**

- [A] Marketing decision
- [B] Databases
- [C] Safeguard
- [D] Customized

**Answer : [A]**

---

[www.myexamportal.com](http://www.myexamportal.com) | [www.couponlal.com](http://www.couponlal.com) | [www.examlal.com](http://www.examlal.com) | [www.joblal.com](http://www.joblal.com) | [www.examy.com](http://www.examy.com)

---

**(8) Holistic marketing incorporates \_\_\_\_\_ and understanding broader concerns and the ethical, environmental, legal, and social context of marketing activities and programs.**

- [A] safe product design
- [B] cultural marketing
- [C] social responsibility marketing
- [D] cross- functional teams

**Answer : [C]**

---

[www.myexamportal.com](http://www.myexamportal.com) | [www.couponlal.com](http://www.couponlal.com) | [www.examlal.com](http://www.examlal.com) | [www.joblal.com](http://www.joblal.com) | [www.examy.com](http://www.examy.com)

---

**(9) Marketing includes -**

- [A] Branding
- [B] Pricing
- [C] Packaging
- [D] All of these

**Answer : [D]**

---

[www.myexamportal.com](http://www.myexamportal.com) | [www.couponlal.com](http://www.couponlal.com) | [www.examlal.com](http://www.examlal.com) | [www.joblal.com](http://www.joblal.com) | [www.examy.com](http://www.examy.com)

---

**(10) Product mix includes -**

- [A] Style
- [B] Brand Name
- [C] Packaging
- [D] Above all

**Answer : [D]**

---

[www.myexamportal.com](http://www.myexamportal.com) | [www.couponlal.com](http://www.couponlal.com) | [www.examlal.com](http://www.examlal.com) | [www.joblal.com](http://www.joblal.com) | [www.examy.com](http://www.examy.com)

---

**(11) The marketing concept is based on \_\_\_\_\_ period.**

- [A] Short run success
- [B] Output

[C] long run success

[D] All of these

**Answer : [C]**

---

[www.myexamportal.com](http://www.myexamportal.com) | [www.couponlal.com](http://www.couponlal.com) | [www.examlal.com](http://www.examlal.com) | [www.joblal.com](http://www.joblal.com) | [www.examy.com](http://www.examy.com)

---

**(12) Which concept of market is based on customer welfare and satisfaction ?**

[A] Marketing Concept

[B] Social Marketing Concept

[C] Production Concept

[D] Product Concept

**Answer : [B]**

---

[www.myexamportal.com](http://www.myexamportal.com) | [www.couponlal.com](http://www.couponlal.com) | [www.examlal.com](http://www.examlal.com) | [www.joblal.com](http://www.joblal.com) | [www.examy.com](http://www.examy.com)

---

**(13) \_\_\_\_\_ is systematic problem analysis, model building and fact finding for the purposes of decision-making control in the marketing of goods and services.**

[A] Marketing Survey

[B] Marketing Research

[C] Marketing Planning

[D] Above all

**Answer : [B]**

---

[www.myexamportal.com](http://www.myexamportal.com) | [www.couponlal.com](http://www.couponlal.com) | [www.examlal.com](http://www.examlal.com) | [www.joblal.com](http://www.joblal.com) | [www.examy.com](http://www.examy.com)

---

**(14) \_\_\_\_\_ can be seen as the development, design, and implementation of marketing programs, processes, and activities that recognizes the breadth and interdependencies of their effects.**

[A] Niche marketing

[B] Holistic marketing

[C] Relationship marketing

[D] Supply-chain marketing

**Answer : [B]**

---

[www.myexamportal.com](http://www.myexamportal.com) | [www.couponlal.com](http://www.couponlal.com) | [www.examlal.com](http://www.examlal.com) | [www.joblal.com](http://www.joblal.com) | [www.examy.com](http://www.examy.com)

---

**(15) Bank marketing concept is a -**

[A] Advances

[B] Loan

[C] Customer-oriented philosophy

[D] Product planning

**Answer : [C]**

---

[www.myexamportal.com](http://www.myexamportal.com) | [www.couponlal.com](http://www.couponlal.com) | [www.examlal.com](http://www.examlal.com) | [www.joblal.com](http://www.joblal.com) | [www.examy.com](http://www.examy.com)

---

**(16) For each target market, the firm develops a \_\_\_\_\_. The offering is positioned in the minds of the target buyers as delivering some central benefit(s).**

[A] value offering

[B] niche offering

[C] market offering

[D] segment offering

**Answer : [C]**

---

[www.myexamportal.com](http://www.myexamportal.com) | [www.couponlal.com](http://www.couponlal.com) | [www.examlal.com](http://www.examlal.com) | [www.joblal.com](http://www.joblal.com) | [www.examy.com](http://www.examy.com)

---

**(17) Marketing research data is gathered by \_\_\_\_\_ .**

[A] Observation

[B] In depth interviews

[C] Controlled experiment

[D] All the above

**Answer : [D]**

---

[www.myexamportal.com](http://www.myexamportal.com) | [www.couponlal.com](http://www.couponlal.com) | [www.examlal.com](http://www.examlal.com) | [www.joblal.com](http://www.joblal.com) | [www.examy.com](http://www.examy.com)

---

**(18) Physical distribution of a product involves -**

[A] Packaging

[B] Transportation

[C] Storage

[D] Above all

**Answer : [D]**

---

[www.myexamportal.com](http://www.myexamportal.com) | [www.couponlal.com](http://www.couponlal.com) | [www.examlal.com](http://www.examlal.com) | [www.joblal.com](http://www.joblal.com) | [www.examy.com](http://www.examy.com)

---

**(19) \_\_\_\_\_ marketing is based on interaction and dialogues.**

[A] De-marketing

[B] Viral marketing

[C] E-commerce

[D] Relationships

**Answer : [D]**

---

[www.myexamportal.com](http://www.myexamportal.com) | [www.couponlal.com](http://www.couponlal.com) | [www.examlal.com](http://www.examlal.com) | [www.joblal.com](http://www.joblal.com) | [www.examy.com](http://www.examy.com)

---

**(20) "Marketing Concept is a Company wide consumer-orientation with the object of achieving long run success." Who said ?**

[A] Lawrence A. Klatt

[B] Stanton, Etzel and Walker

[C] Robert

[D] Hills

**Answer : [B]**

---

[www.myexamportal.com](http://www.myexamportal.com) | [www.couponlal.com](http://www.couponlal.com) | [www.examlal.com](http://www.examlal.com) | [www.joblal.com](http://www.joblal.com) | [www.examy.com](http://www.examy.com)

---