

VIVEK COLLEGE OF COMMERCE

TYBMM SEM VI 2019-2020

SUBJECT: The principles and practices of direct marketing

MCQ - SAMPLE QUESTIONS

SR. NO.	QUESTIONS	A	B	C	D	CORRECT ANSWER
1	_____ deals with identifying and meeting human and social needs	marketing	purchasing	sourcing	finding	marketing
2	_____ is an ingredient of marketing mix	price	quality	benefits	features	price
3	_____ is a traditional marketing technique	television	internet	viral	email	television
4	_____ marketing means directly selling to customers	direct	straight	medium	through	direct
5	_____ marketing means customized solutions	one to one	mass	group	people	one to one
6	_____ marketing is a two-way communication	interactive	direct	popular	through	interactive
7	_____ selling is also called as face to face selling	direct	indirect	through	dealer	direct
8	When marketing is done to many people at a time it is called _____ marketing	mass	single	double	one to one	mass
9	_____ is used when two or more promotional tools are used together	IMC	publicity	advertising	sales promotion	IMC
10	_____ is a paid form of non-personal presentation	advertising	sales promotion	publicity	direct marketing	advertising