



Maximum

Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination – June / July 2021
II Semester

Class : I UG
Major : Commerce

Time : 3 Hours
Max. Marks : 100

18BCOC06 Marketing

Part A
Choose the Correct Answer

10 x 1 = 10

1. The market which are located in cities or towns primarily catering to the needs of elite consumers is known as
 - a. ministry of finance, govt. of india
 - b. reserve bank of india
 - c. securities and exchange board of india
 - d. registrar of companies
2. The interactive process that occurs in the market place is referred to as
 - a. demographic environment
 - b. competitive environment
 - c. technological environment
 - d. economic environment
3. A specific version of a product that has a separate designation in the seller's list is known as
 - a. product line
 - b. product elimination
 - c. product item
 - d. product diversification
4. When a manufacturer sells the same product at two or more different prices, it is called
 - a. price lining
 - b. prestige pricing
 - c. psychological pricing
 - d. dual pricing
5. The agents who do not have direct physical control of the goods in which they deal are called
 - a. brokers
 - b. distributors
 - c. wholesaler
 - d. retailer
6. The joint effort in using the same channels by different producers is termed as
 - a. consignment selling
 - b. symbiotic marketing
 - c. franchise selling
 - d. direct selling
7. Where the objective of advertising is to project the image of a company or its services, it takes the form of
 - a. product advertising
 - b. comparative advertising
 - c. institutional advertising
 - d. competitive advertising
8. AIDA stands for
 - a. Activeness, Involvement, Desire and Action
 - b. Attention, Interest, Desire and Action
 - c. Attention, Involvement, Desire and Action
 - d. Alteration, Interest, Desire and Action

