

Sample Question Paper

Subject - Marketing Management & Economics

Subject code 621

Note – This is a sample Question paper for student's exam reference only, might be pattern of paper can be change in actual examination.

Q.1. A market is a physical location where things are bought and sold and where buyers and sellers_____ meet to affect purchase and sales.

1. Gain
2. Price
3. Pain
4. Personally

Correct Answer :-Personally

Q.2. Today a market is equated with the total_____.

1. Demand
2. Price
3. Gain
4. Name

Correct Answer :- Demand

Q.3. Marketing starts with_____ of customer's wants and then satisfying those wants through products and services.

1. Social
2. Identification
3. Local
4. Focal

Correct Answer :-Identification

Q.4. Relationship ____ requires putting customer first and genuine customer involvement through communication and sharing of knowledge.

1. Complex
2. Management
3. Rejoicing
4. Changing

Correct Answer :- Management

Q.5. The organisation has to move away from a purely sales approach and initiative customer relationship management programmes to face the challenges in the ____.

1. Clerks
2. Market
3. Carter
4. Barter

Correct Answer :-Market

Q.6. Suppliers play a major role in the profitable running of an ____.

1. Capacity
2. Fun
3. Organisation
4. Brand

Correct Answer :-Organisation

Q.7. The ____ is expressed in physical or monetary forms

1. Boundary
2. Demand
3. Fund
4. Sand

Correct Answer :-Demand

Q.8. Planning is the first ____ function to be performed in the process of management.

1. Most
2. Frost
3. Management

4. Erase

Correct Answer :-Management

Q.9. The PLC concept is very ____ .

1. Good
2. Useful
3. Low
4. Fast

Correct Answer :-Useful

Q.10 Branding enables the _____ to have control over the market.

1. Firm
2. Money
3. Plenty
4. Fish

Correct Answer :-Firm

Q.11 Channel decisions are not made entirely on the basis of rational ____ analysis.

1. Money
2. Rational
3. Moving
4. Buying

Correct Answer :-Rational

Q.12 Even the Government in every country is participating in trying to evolve an _____ system through the processes of planning, budgeting, exchange rate stability, etc.

1. Economic
2. Price
3. Gain
4. Name

Correct Answer :-Economic

Q.13 No single firm works in ____ .

1. Social
2. Isolation
3. Scientific
4. Climatic

Correct Answer :-Isolation

Q.14 Studying Economics involves understanding the ways ____ operate.

1. Suppliers
2. Workers
3. Customers
4. Businesses

Correct Answer :-Businesses

Q.15 Trade holds tremendous opportunities for any ____ .

1. Enormous
2. Business
3. Weight
4. Process

Correct Answer :-Business