

TMM OLD (59278)

Multiple Choice Questions :

1. Marketing is a process which aims at

- a. Production
- b. Product making.
- c. Satisfaction of customer needs
- d. Selling products

Answer: c

2. Marketing management is _____.

- a. developing marketing strategies to move the company forward
- b. managing the marketing process
- c. monitoring the profitability of the company's products and services
- d. the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value

Answer: d

3. The term marketing refers to:

- a. Advertising, Sales Promotion, Publicity and Public Relational activities
- b. New product needs ideas, Developments, concepts and improvements.
- c. Sales Planning, Strategy and Implementation
- d. A philosophy that stresses customer value and satisfaction.

Answer: d

4. First step in planning process is to

- a. Set an objective
- b. Evaluate alternatives

- c. Determine strength and weaknesses
- d. none of above

Answer : a

5 Motivation theory of X and Y was propagated by

- a. Foyal
- b. Maslaw
- c. Macgregor
- d. Herzerberg

Answer : b