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## **Live Leak - IBPS SO Mains Model Question Paper for Marketing (Based on New Pattern)**

**Q.1 The sole aim of marketing is to\_\_\_\_\_.**

1. Increase sales
2. Increase the number of employees
3. Increase profits
4. Increase production
5. All of these

**Q.2 Market research is done for what purpose**

1. People
2. Producer
3. Economic force
4. Businessmen
5. Nature

**Q.3 A strategy of \_\_\_\_\_ pricing involves using price in a competitive weapon in order to push competitors out of market or eliminate competitors.**

1. Bargain
2. Psychological
3. Premium
4. Advanced
5. Predatory





**Q.4 Which of the following is one of the types of schedule?**

1. General
2. Specific
3. Normal
4. Special
5. 1 and 2

**Q.5 Which was the period of sales oriented stage?**

1. 1901 – 1920
2. 1930 – 1950
3. 1900 – 1927
4. 2000 – 2008
5. 1957 – 1992

**Q.6 In a market system, prices are determined by:**

1. Supply and demand
2. Government officers
3. Corporate executives
4. Production cost
5. Total market demand

**Q.7 Rule of P's consist of \_\_\_\_\_ P's.**

1. 4
2. 2
3. 3
4. 5
5. 1

**Q.8 Nowadays producers have a/an \_\_\_\_\_ relation with consumer.**

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1. Indirect
2. Direct
3. Simple
4. Complex
5. Traditional

**Q.9 \_\_\_\_\_ consists of many buyers and sellers who trade over a range of prices rather than a single market price.**

1. Oligopolistic competition
2. Monopolistic competition
3. Pure competition
4. Pure monopoly
5. Pure oligopoly

**Q.10 As economics advance, a growing proportion of their activities focus on the production of \_\_\_\_\_.**

1. Products
2. Events
3. Experiences
4. Luxury goods
5. Services

**Q.11 A tangible product that the consumer feels comfortable purchasing without gathering additional information and then actually buys with minimum of effort is termed as**

1. Shopping good
2. Convenience good
3. Business product
4. Specialty good



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5. Unsought good

**Q.12** Company's relations with suppliers directly affect the

\_\_\_\_\_.

1. Product Quality
2. Availability of Repair
3. Replacement Parts
4. All of above
5. None of these

**Q.13** Name the decisions which are made for the implementation of major decisions.

1. Policy decision
2. Rare decision
3. Minor decision
4. Major decision
5. Routine decision

**Q.14** Selling the same product at different price is known as

1. Price lining
2. Double pricing
3. Monopoly pricing
4. Geographical pricing
5. Dual pricing

**Q.15** Name the concept which is meant to study the satisfaction of customers.

1. Research
2. Research of Products and Services
3. Research on Markets



4. Research on Sales Methods and Policies
5. None of the above

**Q.16 India has a shortage of Marketing Personnel's because of–**

1. Less number of institutes
2. Lack in learning capacity
3. Lack of Proper Planning
4. 1 and 3
5. 1, 2 and 3

**Q.17 Five stage model of the consumer buying process does not include\_\_\_\_\_.**

1. Problem recognition
2. Post-purchase behaviour
3. Evaluation of alternatives
4. Product perception
5. None of these

**Q.18 Examples of Fabricating Goods are \_\_\_\_\_.**

1. Speaker for T.V
2. Tyre and Tube
3. Pen and ink
4. A and C
5. A, B and C

**Q.19 To understand the Marketing Planning, it is necessary to understand the meaning of \_\_\_\_\_ individually.**

1. Market



2. Demand
3. Marketing
4. Planning
5. 3 and 4

**Q.20** When a number of advertisements are published in a newspaper in series at regular intervals, it is called\_\_\_\_\_.

1. Classified Advertisement
2. News Type Advertisement
3. Teaser Advertisement
4. Outdoor Advertisement
5. None of About

**Q.21** Which of the following are the objectives to be included in Short Term objectives?

1. Determination of suitable Production Policy
2. Regular Supply of Raw Material
3. Best Utilization of Machines
4. Regular availability of Labor
5. All of above

**Q.22** The source of long term finance used by business owners is

1. Equity shares
2. Preference shares
3. Debentures
4. Government
5. a, b and c

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**Q.23** \_\_\_\_\_ for a product is the total volume that would be bought by a defined customer group in a defined geographical area in a defined time-period in a defined marketing program.

1. Market Potential
2. Target Market
3. Market Share
4. Market Demand
5. Market Price

**Q.24** As per BCG Matrix of classification of SBNs of an organization, cash cows are SBUs that typically generate \_\_\_\_\_.

1. Large Awareness levels but few sales
2. Problems for product managers often
3. High industry growth
4. More cash than that can be invested profitably in its own business
5. Paper losses in the long run

**Q.25** How middlemen help in stabilizing the prices?

1. By Purchasing goods
2. By storing in a huge quantity
3. By making constant supply in the market
4. All of above
5. 1 and 3

**Q.26** The internet version of word of mouth marketing is termed

1. Viral marketing
2. Web marketing
3. Channel marketing
4. Network marketing





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5. Virtual marketing

**Q.27 Which of the following is a method of sales promotion?**

1. Free gifts to consumers
2. Discount coupons
3. Price Reduction
4. Premium Product
5. All of Above

**Q.28 Which of the following is not true about Total Quality Management?**

1. Total quality management (TQM) is an approach in which all the company's people are involved in constantly improving the quality of products, services, and marketing processes.
2. In the narrowest sense, quality can be defined as freedom from defects.
3. Quality has an indirect impact on product or service performance.
4. The fundamental aim of today's total quality movement has become total customer satisfaction.
5. All the above statements are true

**Q.29 Demographic segmentation includes the following except**

1. Age
2. Gender
3. Income
4. Lifestyle
5. Usage

**Q.30 Sales promotion is usually targeted towards \_\_\_\_\_**

1. The ultimate consumer & members of the marketing channel.
2. Direct mail clients or retailers.



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3. Members of the marketing channel or advertising agencies.
4. The ultimate consumer or media.
5. None of these.

**Q.31 What is one of the examples of narrow concept?**

1. Soap
2. Fan
3. Table
4. Chair
5. All of above

**Q.32 EMI can be a marketing tool when \_\_\_\_\_.**

1. It is increasing
2. It is very high
3. It is very low
4. It has no impact on marketing
5. It is a flat rate

**Q.33 When the target market views a brand as one more entry in the market, it is called as \_\_\_\_\_**

1. Doubtful positioning
2. Over positioning
3. Under positioning
4. Confused positioning
5. None of these

**Q.34 Marketing is synonymous with**

1. Selling
2. Product

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3. Transacting
4. Market
5. Producer

**Q.35 Sales Forecasting affects\_\_\_\_\_.**

1. Production Policy
2. Consumer's Trend
3. Loss of Distribution
4. Lost Packing
5. All over lost

**Q.36 Michael Porter has identified five forces that determine the intrinsic long-run attractiveness of a market segment. Which of the following would not be among Porter's five forces?**

1. Treat of buyers' growing bargaining power
2. Threat of substitute products
3. Treat of technological partners
4. Threat of intense segment revelry
5. Threat of now entrants

**Q.37 Which of the following is not termed as sales practice?**

1. Advertisement
2. Handling Customer
3. Agent commission
4. Broking
5. Before and after sales service.

**Q.38 In large firms, a sales force frequently is specialized in some organizational fashion. Which of the following is not one of such specializations?**

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1. Customer specialization
2. Major accounts specialization
3. Product specialization
4. Geographic specialization
5. Economic order specialization

**Q.39 In which of the following sectors does the marketing of services get implemented?**

1. Fruit stalls
2. Hotels
3. Garment trade
4. Medicine shops
5. Grocery stores

**Q.40 The “market situation” section contains information about \_\_\_\_\_.**

1. Consumer buying behavior trends
2. Size and growth of market
3. Customer needs and perceptions
4. Customer's choice
5. 1, 2 and 3

**Q.41 Core Banking is which kind of computerized mode?**

1. Decentralized
2. Authoritative
3. Unified
4. ATM
5. Centralized

**Q.42 Suppose marketers at Lever Brothers are trying to determine whether the use of money off coupons for detergent was the reason for a sales**





increase in a particular store. The type of study conducted to answer this question would be:

1. Exploratory
2. Descriptive
3. Casual
4. Qualitative
5. None of these

**Q.43** It is the duty of topmost marketing executive to set the \_\_\_\_\_.

1. Objectives
2. Plans
3. Trend
4. Future
5. None of above

**Q.44** Which of the following is a description of a product in the growth phase of its Product Life Cycle?

1. Peak season – high Profit
2. Peak season high Profits, Low cost per customer
3. Declining sales, declining profits, high cost per customer
4. Low sales, negative profits, high cost per customer
5. Rapidly rising sales, rising profits, average cost per customer

**Q.45** After Compaq Computers gathers information related to its marketing environment, it attempts to define current environmental changes, allowing it to determine possible opportunities and threats facing the company. This process is called\_\_\_\_\_.

1. Marketing planning
2. Environmental scanning

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3. Survey of environment
4. Environmental analysis
5. None of these

**Q.46 Lead generation is \_\_\_\_\_.**

1. A pre-sales function
2. A function of the customer
3. A function of the manufacturing department
4. A post sales function
5. All of these

**Q.47 Once a company makes a long-term commitment to a foreign market that has a promising political and economic environment, which of the following becomes a possibility?**

1. Exporting
2. Joint venture
3. Limited exporting
4. Direct ownership
5. None of these

**Q.48 Tele marketing in banking system means\_\_\_\_\_.**

1. Selling telephones
2. Sending SMS messages
3. Chatting on the phone
4. Marketing through phone calls
5. Marketing in person

**Q.49 When a company goes after a large share of one or a few submarkets, it is practicing\_\_\_\_\_.**



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1. Undifferentiated marketing
2. Concentrated marketing
3. Differentiated marketing
4. Permission marketing
5. None of these

**Q.50 The Product life cycle concept**

1. Where there is no relationship to planning.
2. Contributes to more effective sales planning and marketing strategy.
3. Where it ends with the maturity phase.
4. Where it has been used less and less a marketing management tool due to the steady economy.
5. All of the above.

**Q.51 People can form different perceptions of the same stimulus because of**

1. Selective learning
2. Extensive learning
3. Selective distortion
4. Extensive distortion
5. Extensive Exposure

**Q.52 Marketing starts and ends with –**

1. Consumer
2. Market
3. Product
4. Taxes
5. MRP

**Q.53 Which of the following is correct regarding the Product Life Cycle?**



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1. There is no relationship to planning
2. It contributes to more effective sales planning and marketing strategy
3. It ends with the maturity phase
4. It is used less and less as a marketing management tool due to steady economy.
5. All of the above

**Q.54 Which of the following expression is used for principles, values and beliefs that described desirable and undesirable behavior?**

1. Value satisfaction
2. Social responsibility
3. Consumer protection
4. Ethics
5. None of these

**Q.55 Successful operation of marketing activities is to increase the sales, thus it helps in increasing –**

1. National Income
2. Sale Price
3. Purchase Price
4. Cost of Product
5. Distribution cost

**Q.56 Which activity establishes effective co-ordination between the concentration and dispersion?**

1. Equalization
2. Collection
3. Grading
4. Storage





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5. Standardization

**Q.57** Marks and Spencer wants to learn about consumer attitudes toward mail order purchases and conducts a study to acquire this information, this study would best be classified as collecting \_\_\_\_\_ data.

1. Casual
2. Experimental
3. Primary
4. Secondary
5. None of these

**Q.58** Producing a new product by using the wastage and scraps is the example of \_\_\_\_\_.

1. Maximizing Utilization of Resource
2. Maximizing wastages
3. Maximizing social waste
4. Maximize profit level
5. All of above

**Q.59** Marketing Rules/Principles cannot be as accurate as the rules of –

1. Science
2. Physics
3. Chemistry
4. 1 and 3
5. 1, 2 and 3

**Q.60** For development of insurance sector in rural areas IRDA has taken some corrective steps. What are the rules which have to be followed by all insurers?

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1. First financial year – at least 5% policies from Rural sector
2. 9% Policies in second year
3. 12% in third year
4. 14% in fourth year \$16% in fifth
5. All of above

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