

4. -----is the core function of the Warehouse.
 - a) Manufacturing the goods
 - b) Transportation of the goods
 - c) Storage of the goods
 - d) Procurement of Raw Material
5. ----- is the costliest mode of transportation.
 - a) Sea
 - b) Rail
 - c) Road
 - d) Air
6. In the context of the Product, the acronym ' PLC ' stands for -----
 - a) Process Life Cycle
 - b) Procedure Life Cycle
 - c) Product Life Cycle
 - d) Procurement Life Cycle
7. In Personal selling process there is communication between the customer and the -----
 - a) Transporter
 - b) Producer
 - c) Salesman
 - d) Warehouse keeper
8. Which one of the following activities is NOT the element of promotion?
 - a) Publicity
 - b) Personal Selling
 - c) Advertising
 - d) Procurement
9. In penetration pricing method the initially the price of the product is -----
 - a) Lower
 - b) Average
 - c) Higher
 - d) Can't say
10. Market Segmentation on the basis of Attitude , Interest & Opinion of the target customers is termed as -----
 - a) Geographic
 - b) Demographic
 - c) Psychological
 - d) Behavioral
11. The basic step in the marketing process is to identify the ----- of the customers.
 - a) dreams
 - b) needs and wants
 - c) over expectations
 - d) aspirations
12. The link between wholesaler and consumer is the -----
 - a) supplier
 - b) producer
 - c) retailer
 - d) end user
