



4. The first 'P' out of the 4 Ps of marketing is -----
  - a) People
  - b) Price
  - c) Product
  - d) Place
5. ----- is the costliest mode of transportation.
  - a) Sea
  - b) Rail
  - c) Road
  - d) Air
6. Market Segmentation on the basis of benefits sought and user status is termed as----- Segmentation.
  - a) Psychographic
  - b) Geographic
  - c) Demographic
  - d) Behavioral
7. The Consumer purchases the goods from -----
  - a) Wholesaler
  - b) Retailer
  - c) Manufacturer
  - d) Distributor
8. -----of the product to customer is nothing but the price of the product.
  - a) Solution
  - b) Convenience
  - c) Cost
  - d) Communication
9. The scheme of exchange offer by a two wheeler company is an example of -----
  - a) Advertising
  - b) Sales Promotion
  - c) Personal Selling
  - d) None
10. The most economical mode of transportation is -----
  - a) Rail
  - b) Air
  - c) Sea
  - d) Road
11. Which of the following is the last stage of the Product Life Cycle?
  - a) Introduction
  - b) Decline
  - c) Growth
  - d) Maturity
12. -----is the set of activities concerned with efficient movement of finished goods from the end of the production operation to the consumer.
  - a) Production
  - b) Physical distribution
  - c) Marketing Audit
  - d) Marketing Communication

