

TYBMS Marketing					
Subject: Brand Management					
Sem VI Rev 16					
Sr. No.	Question	Option1	Option2	Option3	Option4
1	_____ increases the probability of success.	brand diversification	brand extension	brand profit	brand equity
2	Brand strength is the combination of differentiation and _____.	Awareness	Relevance	Knowledge	Esteem
3	Brand _____ is customer's personal opinions and evaluations of the brand.	Judgment	Imagery	Reliability	Identity
4	_____ describes how well the product or service meets customer's functional needs.	Brand image	Brand performance	Brand development	Brand competitor
5	It is one of the tool to characterize the product & branding strategy of a firm	Brand width	Brand hierarchy	Brand product matrix	Brand architecture
6	_____ is probably the premier brand valuation firm.	Free association tasks	Inter brand	Brand association	Conjoint analysis
7	_____ refers to the word, phrase or clause that functions as an adjective or adverb to qualify the meaning of the other word	Green marketing	Modifier	Brand Reinforcement	Global brands
8	There are _____ key elements of customer-based brand equity	Four	Five	Three	Six
9	The Brand value chain provides _____ to support marketers to trace value and creation	Insight	Percept	Incepts	Indoors
10	Brand knowledge refers to brand _____	Personality	Awareness	Recall	Quality
11	Achieving the right brand identity means creating brand _____ with customers.	Saliency	Resonance	Performance	Awareness
12	Brand proliferation is the _____ of brand extension.	Same	Different	Opposite	Extension
13	_____ is one of the major components of the companies brand.	Logo	Brand	Project	Loyalty
14	Making gifts of money, goods, or time to help non-profit organizations, groups or individuals is	Corporate social marketing	Corporate philanthropy	Cause marketing	Cause-related marketing
15	_____ also plays a vital role in strengthening the brand image in the minds of the customer	Factory	Showroom Layout	Office premises	Godown
16	A customer will choose a brand based on how compelling the _____ was as compared to other brands.	Difference	Similarity	Sameness	Opposite
17	_____ names and URL are the same.	Internet	Mass	Online	Domain
18	Every day low price (EDLP) is the pricing strategy used by _____.	Retailers	Wholesalers	Distributors	one on one

19	Brands give consumers a _____ to share.	Reason	Time	Creator	Uniqueness
20	Brand Asset Valuator (BAV) provides _____ measures of the brand equity of thousands brands across different categories	Comparative	Analytical	Technical	Awareness
21	The strategic brand management process	Marketing	Positioned	Targeted	Segmented
22	One of the key determinants of customers relation with the brand is how a _____ perceives a brand	Customer	Supplier	Wholesaler	Retailer
23	Brands save _____ making time	Difference	Advantages	Assignment	Decision
24	_____ Marketing aims at selling goods and services to customers only when advance consent is given by the customer to receive marketing information.	experiential	one-to-one	permission	group
25	A good positioning is something that must be _____ to the customer	Visible	Believable	Reasonable	Acceptable

Exam : Rev 16		Subject : Media Planning And Management			
Class : T.Y.BMS		Semester: VI			
Sr. No.	Question	Option1	Option2	Option3	Option4
1	ABC stands for _____.	Audit Bureau of Circulation	Audit Bureau of Cost	Audit Bureau of Company	Audit Bureau of Complaints
2	_____ refers to the number of copies of a newspaper or magazine circulation in a particular region or throughout the country.	Vehicle exposure	advertising exposure	Vehicle distribution	Advertising distribution
3	_____ advertising is old and costly.	Yellow pages	Online	Email	Internet
4	An inflated balloon is a type of _____ media.	IN-game	Online	Digital	OOH
5	_____ relates to advertising primarily to create and build excitement and interaction in a product without showing it.	Spotting	Teaser	Pulsing	Flighting
6	Media budget is influenced by the intensity of market _____.	Analysis	Target	Competition	Study
7	In the _____, a diary with the quarter hours times slots across the road and channel across the columns is given to a panel.	People meter	Circulatoin	Stickines Index	Diary system
8	Doordarshan Code is involved in _____.	self-projection	self-admiration	self-regulation	self-relient
9	Sales potential indicates the _____ sales from all the buyers of the product.	minimum	maximum	average	less
10	In _____ advertising is done equally throughout the year.	Pulsing	Flighting	Hiatus	Seasonal

11	TRAI stands for _____	Telecom Rules Authority of India	Telecom Regulatory Authority of India	Telephone Regulatory Authority of India	Telephonic Regulatory Authority of India
12	The abbreviation of CPRP in media is _____.	Cost Per Rating Point	Channel Per Rating Point	Channel Per Response Point	Cost Per Reference Point
13	Mass media are channels of _____.	education	offers	publicity	exposure
14	TRP was introduced in India in _____.	1976	1986	1996	2006
15	Media research is also called as _____ research.	motivational	target	audience	technical
16	IRS stands for _____.	International Readership Survey	Indian Readership Survey	Indian Retail Survey	Indian Retail System
17	_____ analysis involves a cost versus benefits comparison of different media activities.	Situation	Market	Marginal	Total
18	Extensive local penetration and coverage is indicative of _____.	Magazines	Newspapers	Online Advertising	Social Media
19	In the _____ phase, media buyer analyses and selects relevant media choices.	Launch	Pre - launch	Post - launch	last
20	The _____ comprises of two units- a remote to register the viewer details and the channel monitoring device attached to the TV which records the channel being watched.	People meter	Diary system	Stickiness Index	Screening
21	Basic metrics are _____ assessment	Quantitative	Qualitative	Numerical	Lyrical
22	_____ is the largest read Hindi newspaper.	Hindustan	Lokmat	Amar Ujala	Dainik Jagran
23	Truth and _____ should not be discarded in advertising.	welfare	honesty	discipline	false promises
24	IRS stands for _____.	International Readership Survey	Indian Readership Survey	Indian Retail Survey	Indian Retail System
25	_____ media reaches to the difficult to reach consumers	Print	Out of home	Cinema	Television

	Subject:International Marketing	Rev 16			
	Class : TYBMS	Semester:VI			
Sr. No.	Question	Option1	Option2	Option3	Option4
1	ASEAN was established at _____ on August 8,1967	Bangkok	China	UK	France
2	KFC,McDonalds,Costa Coffe are exmples of _____	Franchising	licensing	turnkey projects	Direct Exporting

3	India is a _____ of international Finance Corporation (IFC).	founding member	associate member	full dialogue partner	shareholder
4	EU is the best example of _____.	Economic union	free trade area	customs union	common market
5	Legal environment relates to laws which govern _____	Political activities	economic activities	business activities	social activities
6	The first stage in IPLC begins with the following _____	Maturity	Worldwide innovation	Local innovation	Overseas innovation
7	A uniform representation of all aspects of the product such as quality, materials, brand name and packaging for all markets	Product adaptation	Product pruning	Product affinity	Product standardization
8	_____ means exporting the product by the manufacturer himself	Direct exporting	Indirect exporting	Licensing	Franchising
9	In _____ agreement two or more independent firms enter into an agreement to work together towards common goals	Contract manufacturing	Strategic alliance	outsourcing	Globalisation
10	_____ are take place between a technologically advanced country and an industrially backward country	FDI	Turnkey projects	Liberalisation	trade barrier
12	MNC Stands for _____	Multi-National Cooperation	Multi-National Corporation	Multi-National Company	Multi-National Collaboration
13	Strategic control includes _____ aspects	audit	evaluation.	functional	documentation
14	International strategies begin with analysing the market and end with assessment of _____ -	environment	competition	profits	decentralisation
15	International Marketing plan involves _____	Shortlisting markets	Superior Technology	Customise Marketing approach	Highly profitable
16	Marketing strategy involves _____	Huge overhead cost	Useful planning	Few products	Marketing mix
17	_____ is a combination of global strategy, multinational strategy & international strategy	Global strategy	Multi domestic strategy	Multinational Strategy	Transnational Strategy
18	_____ is a strategy through which the firm sells its goods & services outside its domestic market	Global strategy	Multi domestic strategy	International Strategy	Transnational strategy
19	International marketing plan is an inventory of physical, _____ & forecast for the future	Human Resources	Technology	Financial	Machinery
20	_____ faces the problem of administrative bureaucracy	Geographic area structure	Worldwide functional structure	Matrix structure	Product division organisations
21	Direct exchange of goods or services of equal value with no money or third party intervention	Buyback	Barter	Offset	Counter purchase

22	This promotional tool in other countries is affected by various regulations	Direct marketing	Advertising	Personal selling	Sales promotion
23	_____ in foreign market is much more severe than in the domestic market.	Distribution	Sales	Segmentation	Competition
24	International marketing plan must address payment and _____	Paperwork	Credit	Lien	Audit
25	Situation analysis is the _____ to prepare international marketing plan	documentation	finale	start	budgetary

Subject:Retail Management					
Class :	TYBMS	Rev 16	Semester:VI		
Sr. No.	Question	Option1	Option2	Option3	Option4
1	_____ refers to the front counter or check	Dressing room	Cash wraps	Freestanding display	End caps
2	With an _____ display, a complete product	Open	Close	Ensemble	Case
3	_____ exhibits a wide range of merchandise	Store design	Lighting	Visual merchandising	Displays
4	_____ includes managing foot traffic and parking	Finance management	Ambience management	Traffic management	Infrastructure management
5	Business _____ reflects the philosophy of business	Values	Philosophy	Culture	Ethics
6	_____ is a type of store layout in which a single	Loop	Grid	Spine	Free flow
7	_____ refers to any form of communication	Digital signage	Graphics	Signage	Retailing
8	_____ of merchandise refers to various brands	Variety	Breadth	Depth	Assortment
9	_____ is another type of store layout in which	Spine	Loop	Grid	Free flow
10	_____ is not among the 5S of store retail operation	Stock	Staff	Space	Sounds
12	_____ includes management of parks, fountains	Ambience management	Infrastructure management	Traffic management	Finance management
13	_____ is the art of presentation, which puts	Visual merchandising	Displays	Store front design	Lighting
14	_____ aspect is concerned directly with the	Technical	Human	Management	System
15	Buying decision process starts with _____	Recognition of needs	Purchase decision	Evaluation of alternatives	Post purchase decision
16	_____ research provides the correct and latest information for arriving at sound marketing decisions.	Marketing	Product	Behaviour	Market
17	Which characteristics impact how consumers shop and what goods they purchased?	Cultural	Social	Economical	Psychological
18	Which is the Last step in Buying decision process?	Search for information	Purchase decision	Post purchase decision	Evaluation of alternatives
19	_____ psychology is the study of human responses to product and service related information and experiences.	Buyer	Consumer	Retailer	Manufacturer
20	_____ is concerned with the planning and	Merchandise Management	production management	Human Resource	Marketing Management
21	Which of the following refers to the design	Sales Forecast	Atmospherics	Merchandise Management	Category Management
22	_____ merchandise enjoy popularity	Fad	Seasonal	Fashion	Assortment
23	_____ is the indicator of the manner	Organisational Hierarchy	Safety stock	Merchandise Hierarchy	Sales forecast
24	Private Label of the product creates _____	High price	High quality	Unique Merchandise	Low Margin
25	When a retailer charges different prices for	Single Pricing	price discrimination	horizontal pricing	predatory pricing