

| Sno. | Question (Set-C) |
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| 1 | Positioning of a flavored health drink can be based on: |
| 2 | Intermediaries are most closely associated with the concept of: |
| 3 | Which of the following is a name, term, sign, symbol, design, or a combination of these, |
| 4 | Forms of digital marketing are |
| 5 | Marketing strategies designed by an insurance company to influence and lead to |
| 6 | If the actual performance of the dietary department of the hospital exceeds the expected |
| 7 | Marketing is |
| 8 | Business-to-business eCommerce involves commercial transactions between |
| 9 | In market skimming pricing strategy: |
| 10 | A mother and childcare clinic wish to be aware of the criteria by which the effectiveness of |
| 11 | Digital Marketing is the same as |
| 12 | Market share means _____ |
| 13 | If the focus is on social and ethical concerns in marketing' is characteristic of the |
| 14 | A group of related products that function similarly, are sold to the same customer groups, |
| 15 | Listing alternatives that will solve the problem at hand and determining the characteristics of each occurs during which stage of the final consumer's decision process? |
| 16 | PPE manufacturer XYZ is a public limited company. They agree, with a middleman in each |
| 17 | Which of the following marketing mix activity is most closely associated with newsletters, |
| 18 | Product development process after analysis of business next step to be taken is |
| 19 | Search page engine optimization refers to _____ |
| 20 | Selling is _____ |
| 21 | Out of the following _____ is NOT one of the three levels of a product. |
| 22 | The sequence of a sales process is _____ |
| 23 | Which of the following involves designing and manufacturing the container or wrapper for |
| 24 | A multispecialty hospital in India uses which type of distribution for the sale of its tickets |
| 25 | Place in marketing is also none as |
| 26 | Marketing mix for products consists of _____. |
| 27 | _____ makes a service different from a product. |
| 28 | The target group for stem cell banking companies is |
| 29 | A wellness center seeking to learn more about trends in physical fitness, the following are |
| 30 | Marketing is a process which aims at _____ |
| 31 | The goal of a business-to-business website NETMEDS pharmacy when they involve an |
| 32 | Economists use the term _____ to refer to a collection of buyers and sellers who |
| 33 | The patient seeking different services for reducing weight starts when the patient |
| 34 | Through web design _____ -----Is reflected |
| 35 | To which tool of marketing mix does 'Brand Name' relate? |
| 36 | Which is/are the functions of marketing? |
| 37 | Internal marketing means _____ |
| 38 | _____ is the best illustration of a subculture. |
| 39 | A Market plan includes: |
| 40 | Demand consists: |
| 41 | _____ is not a type of Marketing Concept. |
| 42 | SEO stand for? |
| 43 | The goal of the marketing logistics system should be to provide: |
| 44 | Transporting and storing goods is part of which of the following marketing channel functions? |

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| 45 | A medical equipment manufacturing company sold diabetometer to the hospital which hospitals further sold to patients. The organization to organization buying behavior is known as _____. |
| 46 | For a UK based budget hospital chain seeking expansion in Indian markets, a 'push' factor may be represented by: |
| 47 | Integrated marketing communication mix contain(s): |
| 48 | Marketing segmentation is useful for _____ |
| 49 | A physiotherapist gives home healthcare services to a patient under Aster Healthcare. The firm is primarily the marketer of which of the following |
| 50 | If the company's sales are slow down, and profits level off or decline. At which stage the company has reached? |
| 51 | Which of the following statements concerning marketing research is incorrect? |
| 52 | ABC Hospital is offering 10 % discount on cardiac health checkup for senior citizens of 60 years and above. It is practicing _____. |
| 53 | Select an appropriate definition of 'Want'. |
| 54 | Services offered by a doctor to a group of patients can not be the same beyond a particular extent. This characteristic of services can be described as |
| 55 | The level of commitment that consumers feel toward a given brand is called |
| 56 | Google Analytics is |
| 57 | Niche market means: |
| 58 | A change in an individual's behavior of buying more sanitizers prompted by information and experience during COVID-19 refers to which one of the following concepts? |
| 59 | If Revital Women introduce the new product a nutrition product with vitamin E combination and promotes this to achieve high awareness levels in masses, the firm will most likely make heavy use of _____ in the promotional mix. |
| 60 | The practice of going after a large share of a smaller market or subsets of a few markets is called _____. |
| 61 | What does this statement show "Trade of value between two parties"? |
| 62 | A situation whereby the market is expanded by developing new products to satisfy new consumer needs is called |
| 63 | Study of marketing environment means |
| 64 | Considering non-personal communication channels, magazines and newspapers are considered as |
| 65 | 1 mg decided to send information to their existing patients via mail. They wish to create advantages of audience selectivity, no ad competition, and personalization way of sending to message. Which type of media is useful for this? |
| 66 | Want for a specific product backed by an ability to pay is called _____ |
| 67 | Intermediaries typically perform all the following functions, except: |
| 68 | The key performance indicator for social media marketing is |
| 69 | Healthcare Executive industry sector surveys; other chains' annual reports, and reports published by trade bodies are examples of |