

MM Quiz Test (MBA 1st semester, 2023-25 Batch)

* Indicates required question

1. Name *

2. Roll no. *

3. 1) New product development starts with which one of the following steps? *

1 point

Mark only one oval.

- ☐ Idea screening
- ☐ Concept testing
- ☐ Idea generation
- ☐ Test marketing

4. 2) In the _____ stage of the PLC, the demand goes up, size of the market expands, sales and profits increases.

* 1 point

Mark only one oval.

- ☐ Introduction
- ☐ Growth
- ☐ Maturity
- ☐ Decline

5. 3) A group of related products is known as _____ *

1 point

Mark only one oval.

- ☐ Product line
- ☐ Product depth
- ☐ Product width
- ☐ Product length

6. 4) In _____ stage of the NPD process, a physical shape is given to the product. *

1 point

Mark only one oval.

- ☐ Concept development and testing
- ☐ Commercialization
- ☐ Product prototype development
- ☐ Idea generation

7. 5) A brand is a _____. *

1 point

Mark only one oval.

- ☐ Name
- ☐ Term
- ☐ Symbol
- ☐ All of the above

8. 6) In _____ , manufacturers supply products to a limited number of outlets in the target market. *

1 point

Mark only one oval.

- ☐ Selective distribution
- ☐ Geographical distribution
- ☐ Intensive distribution
- ☐ Executive distribution.

9. 7) The only revenue producing element in the marketing mix is *

1 point

Mark only one oval.

- ☐ Product
- ☐ Price
- ☐ Place
- ☐ Promotion

10. 8) _____ goods are purchased without any planning or search effort. *

1 point

Mark only one oval.

- ☐ Staple
- ☐ Impulse
- ☐ Emergency
- ☐ None of the above

11. 9) Introducing a product at low price and increasing the price once the brand succeeds is known as.....Pricing.

* 1 point

Mark only one oval.

- ☐ Penetration
- ☐ Skimming
- ☐ Going rate
- ☐ None of the above

12. 10) Soap and Shampoo are which kind of products? *

1 point

Mark only one oval.

- ☐ Speciality products
- ☐ Convenience products
- ☐ Shopping products
- ☐ Unsought products

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