



**The Ramco Cements Limited**

**Online Test Questions -2020**

1. \_\_\_\_\_ is the individual who determines that some need or want is not being met and authorizes a purchase to rectify the situation.
  - ☐ User
  - ☐ Purchaser
  - ☐ Initiator
  - ☐ None of the above
2. \_\_\_\_\_ perspective involves understanding consumers for the purpose of helping a firm or organization accomplish its objects.
  - ☐ Micro
  - ☐ Macro
  - ☐ Mini
  - ☐ Societal
3. Modes of conduct are termed as \_\_\_\_\_ values.
  - ☐ Perspective
  - ☐ Sentimental
  - ☐ Instrumental
  - ☐ None of the above
4. Boomers will spend to maintain their youth and fulfill their fantasies and will buy individualistic apparel.
  - ☐ Mature
  - ☐ Mid
  - ☐ Young
  - ☐ None of the above

5. The chain reaction type of activation across related memory elements is termed as \_\_\_\_\_.
- Kneading
  - Spreading
  - Threading
  - None of the above
6. Communities of \_\_\_\_\_ are informal groups of people who are connected by their mutual interest in the field.
- Leaders
  - Laymen
  - Practice
  - None the above
7. \_\_\_\_\_ law states that “work tends to expand to fill the time available.
- Maslow’s
  - Hertzberg’s
  - Parkinson’s
  - Taylor’s
8. \_\_\_\_\_ viewed communication as the means by which people are linked together in on organization to achieve a common purpose.
- Chesterl Barnaud
  - Fayol
  - Taylor
  - Durkker
9. Communication through facial expression and body gestures are categorized as \_\_\_\_\_ communication
- Verbal
  - Non-verbal
  - Powerful
  - Loud

10. \_\_\_\_\_ behavior is the desire not to stay explore or work in an environment.
- Avoidance
  - Acceptance
  - Repentance
  - All the above
11. Marketing \_\_\_\_\_ is a comprehensive, systematic, independent and periodic examination of a company's environment, objectives, strategies and activities to determine problem areas and opportunities.
- Appraisal
  - Audit
  - Check
  - Verification
12. Marketing \_\_\_\_\_ is a systematic design, collection, analysis reporting of data relevant to a specific marketing situation facing on organization.
- Study
  - Research
  - Focus
  - Attention
13. \_\_\_\_\_ environment consist of actors close to the company that it is ability to serve its customers.
- Macro
  - Micro
  - Mini
  - Global
14. \_\_\_\_\_ markets consist of individuals and households that buy goods and services for personal consumption.
- Customer
  - Consumer
  - Industrial
  - Re-buy

15. \_\_\_\_\_ area is a geographical area containing the customers of a particular firm or group of firms for specific goods and services.
- Trading
  - Lading
  - Unloading
  - Loading
16. A \_\_\_\_\_ trading area has so many stores selling a specific good and service that some retailers will be able to earn an adequate profit.
- Saturated
  - Unsaturated
  - Over-stored
  - Under-stored
17. In \_\_\_\_\_ a simple, the population is divided into mutually exclusive groups and a researcher draws a sample from each group to interview.
- Cluster
  - Judgment
  - Convenience
  - Random
18. TRIM a guide to segment markets in the rural area was developed by \_\_\_\_\_
- Thomsom Associates
  - Hindustan Associates
  - Hindustan- Thomsom Associates
  - None of the above
19. Which of the following is not the right kind of atmosphere for rural consumers?
- Haats
  - Jaatars
  - Melas
  - Cosmo exhibitors

20. This Boston consulting Group developed \_\_\_\_\_ matrix.
- Boston Portfolio
  - Business Portfolio
  - Boston Analysis
  - Business Analysis
21. \_\_\_\_\_ are low growth high share businesses or products
- Cash cows
  - Stars
  - Questions marks
  - Dogs
22. Distributions shows the number of observations from the data set that fall into each of the classes.
- Frequency
  - Mean
  - Mode
  - Deviation
23. \_\_\_\_\_ is the extent to which observations are scattered
- Moment
  - Skewness
  - Kurtosis
  - Dispersion
24. ANOVA is expanded as \_\_\_\_\_
- Average number of variance
  - Absolute number of variance
  - Analysis of variance
  - Analysis if variety
25. AAAI is expanded as
- Advertising agencies Association of India
  - Association for Advertising agencies of India
  - Agencies for Advertising Association in India
  - None of the Above



26. The type of advertising where the consumer responds by providing feedback to the advertiser is known as \_\_\_\_\_ advertising.
- Indirect response
  - Direct response
  - Feedback
  - Response
27. The code of Advertising standing council of india is similar to advertising standards authority (ASA) code of \_\_\_\_\_
- UK
  - USA
  - Japan
  - China
28. The relationship for “Likelihood of attention” was defined by
- Lividge
  - Steiner
  - Wilbur Schramm
  - William J McGuire’s
29. \_\_\_\_\_ appeals are those that focus on the self-interest of the audience and are directed at the thinking aspect of the decision making process
- Emotional
  - Rational
  - Moral
  - Rational
30. Direct making through print, video or electronic catalogs that are mailed to select customers is known as \_\_\_\_\_ marketing.
- Niche
  - Catalog
  - Print
  - Virtual
31. \_\_\_\_\_ publics include newspapers, magazines, radio and TV stations that carry news features and editorial options.

- General
- Industrial
- Media
- Consumers

32. \_\_\_\_\_ environment consists of factors that effect consumer buying power and spending patterns

- Macro
- Cultural
- Economic
- Global

33. \_\_\_\_\_ environment is made up of Institution and other forces that effect a society's basic values perceptions, preference and behavior.

- Macro
- Cultural
- Economic
- Global

34. When suppliers sell through as many retailers as possible it is known as distribution

- Selective
- Intensive
- Exclusive
- All of the above

35. A Central Business district (CBD), a large shopping area in a city is synonymous with the term

- Uptown
- Downtown
- Down-under
- Mail-town

36. A sales force organization under which salespeople specialize in selling only a portion of the company's products or lines is known as \_\_\_\_\_ force

- Product

- Process
  - Customers
  - Territorial
37. \_\_\_\_\_ distributions firms helps the company to stock and move the goods from their points of origin their destination
- Tangible
  - In-tangible
  - Physical
  - Logical
38. Markers or household product grouping together to form a trading organization which could jointly distributes a collective group of household products in the rural markets and enjoy shared economies is \_\_\_\_\_ distribution.
- Logical
  - Syndicated
  - Physical
  - Sophisticated
39. \_\_\_\_\_ retail experience includes all the elements in a retail offering that encourage or in habit consumers during their contact with a retailer.
- Partial
  - Total
  - Segmented
  - Augmented
40. \_\_\_\_\_ research is to better describe marketing problems, situations or markets.
- Descriptive
  - Exploratory
  - Causal
  - None of the above
41. Lack of tangible assets of a service which can be seen, touched or smelt prior to purchase is known as \_\_\_\_\_



- Tangibility
  - Intangibility
  - Congruency
  - Incongruency
42. \_\_\_\_\_ is the distance from which a customer can make a transaction with a service firm
- Reachability
  - Adaptability
  - Merchantability
  - None of the above
43. \_\_\_\_\_ is the standard that states the amount a sales persons should sell
- Amount
  - Ratio
  - Quota
  - None of the above
44. \_\_\_\_\_ is the step of selling process in which the salesperson meets the customer for the first time.
- Meeting
  - Approach
  - Closing
  - Appraising
45. \_\_\_\_\_ is the variable monthly compensation for a sale person in proportion to the sales targets met by him
- Bonus
  - Salary
  - Commission
  - None of the above
46. The ERG was developed by \_\_\_\_\_
- Alderfer
  - Maslow
  - McClelland

- Hertzberg

47. The expansion of NABARD is \_\_\_\_\_

- National Bank of Agricultural and Rural Development
- National Bank for Agricultural and Rural Development
- National Bank for Architecture and Rural Development
- National Bank of Architecture and Rural Development

48. National Dairy development Board ( NDDDB) set up 580 automatic milk collection (AMC) systems in Anand and Khera district of \_\_\_\_\_

- Maharastra
- Madhy Pradesh
- Gujarat
- Orissa

49. \_\_\_\_\_ is an emerging technology where managers can see each other and discuss although located in different physical or geographic locations

- Telephone
- Teleconferencing
- Telefax
- Video conferencing

50. \_\_\_\_\_ value is the different between the values the customer gains from owning and using a product and the costs of obtaining the product

- Product
- Customer
- Service
- Inherent