1. Middle men are also known as ____________

2. In PADRT what does ‘P’ stands for
   a. Promotion  b. Price  c. Product  d. Place

3. Lulu’s “Half Pay Back” is an example for a sales promotional tool. Name the tool.
   a) Rebate  b) Refund  c) Discount  d) Quantity gift

4. A company can lower their supply cost & increase their __________ which can help them gain advantage.
   a. Profit  d. No. of suppliers  c. Product quality  d. No. of consumers

5. Demand for medical equipment & medical facilities will increase due to the increase in the population of __________.
   a. Children  b. Adults  c. Elderly People  d. Teenagers

6. A beggar does not have food and shelter. By which type of need is he motivated?

7. __________ clearly affects consumer buying behaviour.
   a) Occupation  b) Price  c) Product  d) All the above

8. The main purpose of market segmentation is to measure the change in the _________ of the consumers.
   a. Demand  b. Behaviour  c. Benefits  d. All the above
9. Which of the following is a maturity product?
   a. Blade       b. Ice cream       c. Chocolates       d. None of these

10. Define Market

11. What is marketing mix?

12. Define physical distribution

13. “These products are purchased by ultimate consumers”. Identify the product and list how it is further Classified.

14. What is Product Segmentation?

15. What is User Status and Usage Rate?

16. What is Patronage Buying Motives?

17. What is Perception?

18. Who are Market Intermediaries?

19. What is Uncontrollable Factors?

20. Mr Tiwari is running a vegetable shop in Ahmedabad city. In order to sell pesticide free vegetable he used to collect the vegetables directly from the nearby village and sells it at a reasonable cost. Identify the value highlighted in the paragraph and explain direct channel of distribution.
21. Explain Standardization as a function of Marketing?

            b. Marketing Management  
            c. Marketer

23. Explain demographic forces.

24. What are Benefits Segmentation?

25. Name the psychologists who offered “General Theory of Motivation” and depict the theory diagrammatically.

26. Explain the classifications of Situational Factors.

27. “Segmenting refers to taking total heterogeneous market and dividing into small”. On the light of the above statement explain the requirements of effective segmentation.

28. Explain Economic forces of the macro environment.