

**ICSE SEMESTER 1 EXAMINATION**  
**SPECIMEN QUESTION PAPER**  
**COMMERCIAL APPLICATIONS**

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*Maximum Marks: 50*

*Time allowed: One hour (inclusive of reading time)*

**ALL QUESTIONS ARE COMPULSORY.**

*The marks intended for questions are given in brackets [ ].*

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**Select the correct option for each of the following questions.**

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**Question 1**

Who defined market as “A market is the set of all actual and potential buyers of a product”? [1]

1. Neil Borden
2. Neilsen
3. Philip Kotler
4. Stephen Morse

**Question 2**

This P is not a part of the 7Ps of marketing mix? [1]

1. Promotion
2. Price
3. People
4. Purpose

**Question 3**

Which among the following serves as the most common source of leads generation for any company? [1]

1. Yellow pages
2. Green pages
3. White pages
4. Blue pages

**Question 4**

In which stage of marketing is consumer considered as the king? [1]

1. Production oriented stage
2. Sales oriented stage
3. Product oriented stage
4. Marketing oriented stage

**Question 5**

The process of setting a low initial price for attracting a large number of buyers quickly to cover a large market share is known as: [1]

1. Going-rate pricing
2. Market penetration pricing
3. Value based pricing
4. Skimming pricing

**Question 6**

A reduction in price on purchase during a stated period of time is known as: [1]

1. Sale
2. Discount
3. Allowance
4. None of these

**Question 7**

Which among these is concerned with pricing policies for late entrants to a market? [1]

1. Market penetration
2. Marketing research
3. Market skimming
4. Marketing skills

**Question 8**

Which among these is not the nature and characteristic of a service? [1]

1. Intangibility
2. Durability
3. Variability
4. Perishability

**Question 9**

Marketing mix for products consists of \_\_\_\_\_. [1]

1. 4Ps
2. 7Ps
3. 8Ps
4. 5Ps

**Question 10**

\_\_\_\_\_ are the key elements of promotion mix. [1]

1. Advertising and Sales Promotion
2. Publicity and Public Relations
3. Direct Marketing and Personal Selling
4. All of the above

**Question 11**

Marketing mix for services include \_\_\_\_\_. [1]

1. 4Ps
2. 7Ps
3. 8Ps
4. 5Ps

**Question 12**

\_\_\_\_\_ is not a part of marketing mix. [1]

1. Product
2. Purpose
3. Place
4. Price

**Question 13**

Which of the following marketing mix activity is most closely associated with newsletters, catalogues and invitations to organization-sponsored events? [1]

1. Pricing
2. Promotion
3. Distribution
4. Product

**Question 14**

New product development starts with which one of the following steps of new product development? [1]

1. Idea screening
2. Idea generation
3. Test marketing
4. Concept testing

**Question 15**

Marketing is a process which aims at \_\_\_\_\_. [1]

1. Production
2. Profit-making.
3. The satisfaction of customer needs
4. Selling products

**Question 16**

In the history of marketing, when did the production period end? [1]

1. In the late 1800s.
2. In the early 1900s.
3. In the 1920s.
4. In the 1960s

**Question 17**

The key term in the American Marketing Association's definition of marketing is: [1]

1. Activity
2. Sales
3. Products
4. Planning and executing the conception.

**Question 18**

Marketing is \_\_\_\_\_, there is a constant tension between the formulated side of marketing and the management side. [1]

1. An art
2. A Science
3. Both an "art" and a "science"
4. Selling

**Question 19**

Today, marketing must be understood in a new sense that can be characterized as \_\_\_\_\_ [1]

1. Get there first with the most.
2. Management of youth demand.
3. Satisfying customer needs.
4. Telling and selling.

**Question 20**

\_\_\_\_\_ is the act of obtaining a desired object from someone by offering something in return. [1]

1. Marketing Myopia
2. Selling
3. Exchange
4. Delivery

**Question 21**

A place where goods are bought and sold against the price consideration between the buyers and the sellers is called \_\_\_\_\_. [1]

1. Exchange
2. Market
3. E-commerce
4. Transaction

**Question 22**

\_\_\_\_\_ involves transfer of ownership of the goods. [1]

1. Selling
2. Assembling
3. Buying
4. Assembling & Buying

**Question 23**

\_\_\_\_\_ is not a type of Marketing Concept. [1]

1. The production concept
2. The selling concept
3. The societal marketing concept
4. The Supplier Concept

**Question 24**

\_\_\_\_\_ deals with the specification of the actual good or service and how it relates to the target customer. [1]

1. Price aspect
2. Product aspect
3. Promotion aspect
4. Place aspect

**Question 25**

\_\_\_\_\_ is the best promotion tool in any type of marketing. [1]

1. Creativity
2. Communication
3. Tele calling
4. Publicity

**Question 26**

Which of the following is the mode of pricing technique? [1]

1. Cost plus
2. Market skimming
3. Market penetration
4. All of these

**Question 27**

“Place” in 4Ps mean same as: [1]

1. Promotion
2. People
3. Distribution
4. Demand

**Question 28**

Setting a low initial price to attract a large number of buyers quickly and cover the large market share is known as [1]

1. Skimming pricing
2. Going-rate pricing
3. Value based pricing
4. Penetration pricing

**Question 29**

Advertising is: [1]

1. A method of mass communication
2. Paid communication
3. Non-Personal
4. All of the above

**Question 30**

A favourable image of the organization is built by \_\_\_\_\_. [1]

1. Informative Advertising
2. Persuasive Advertising
3. Institutional Advertising
4. Marketing

**Question 31**

Identify the advantage of Advertising to the Manufacturer: [1]

1. Creates demand
2. Promotes healthy competition
3. Educates consumers
4. Makes shopping easier

**Question 32**

Primary Demand Advertising is also known as: [1]

1. Concept Advertising
2. Reminder Advertising
3. Institutional Advertising
4. None of the above

**Question 33**

In Advertising, the advertiser \_\_\_\_\_.

[1]

1. Has to pay the buyer
2. Has to pay the media owners
3. Need not pay the media owners
4. Both 1 and 2

**Question 34**

In Publicity, the message originates from \_\_\_\_\_.

[1]

1. Media
2. Public
3. Buyer
4. Manufacturer

**Question 35**

In Publicity, \_\_\_\_\_ has/have control over the contents and timing.

[1]

1. Media
2. Public
3. Buyer
4. Manufacturer

**Question 36**

What form of media can be used to reach illiterate people?

[1]

1. Newspapers
2. Radios
3. Direct Mail
4. Billboards

**Question 37**

Find the odd one out.

[1]

1. Posters
2. Billboards
3. Neon signs
4. Letters



**Question 38**

Online advertising provides a \_\_\_\_\_ audience. [1]

1. Regional
2. Global
3. National
4. Local

**Question 39**

What makes a product acceptable to consumers faster than any other technique of promoting sales? [1]

1. Sales Promotion
2. Radio
3. Advertising
4. Publicity

**Question 40**

In Publicity, \_\_\_\_\_ message is designed to inform the public. [1]

1. Concept
2. Persuasive
3. Informative
4. Reminder

**Question 41**

Advertising \_\_\_\_\_. [1]

1. Raises the standard of living.
2. Generates employment.
3. Adds to art and culture.
4. All of the above.

**Question 42**

Which of the following is an element of Distribution Mix? [1]

1. Salesmanship
2. Discount
3. Storage
4. Services

**Question 43**

Sales by inspection is necessary when the goods are of \_\_\_\_\_ nature. [1]

1. Standardised
2. Non- Standardised
3. Non-Perishable
4. All of the above

**Question 44**

Selling aims at \_\_\_\_\_ . [1]

1. Product planning
2. Product distribution
3. Product promotion
4. Maximization of profit

**Question 45**

The main purpose of sales promotion is \_\_\_\_\_ . [1]

1. Inform customer about the product.
2. Create goodwill
3. Obtain spot buying
4. Create long term Demand

**Question 46**

The cost of sales promotion per unit is \_\_\_\_\_ . [1]

1. Low
2. High
3. At par
4. None

**Question 47**

What is the principle of Selling? [1]

1. Profit through customer satisfaction
2. Profit through sales volume
3. Caveat emptor
4. Caveat vendor

**Question 48**

Personal selling is: [1]

1. Selective
2. Flexible
3. Mutually Beneficial
4. All of the above

**Question 49**

Choose the correct Selling Concept [1]

1. Factory › Products › Selling and Promotion › Profit
2. Factory › Selling and Promotion › Profit › Product
3. Factory › Selling and Promotion › Product › Profit
4. Selling and Promotion › Factory › Product › Profit

**Question 50**

J. D. Power and Associate is the motor industry's benchmark for judging the quality of new motor vehicles. Lexus and Porsche lead the luxury brands while Toyota, Honda and Hyundai dominate among the mass market brands. These companies tend to use the J.D. Power and Associate ratings in their marketing. [1]

From the above case study answer the following:

Lexus and Porsche come under which pricing strategy as mentioned below:

1. Luxury Strategy
2. Parity Pricing Strategy
3. Skimming Strategy
4. Aggressive Pricing Strategy