

## MARKETING MANAGEMENT

### TYMHS SEM VI

1. Physical environment includes -----environment
  - a. Natural
  - b. Customers
  - c. Employees
  - d. Company
2. ----- are those people who are travelling within their own country for tourism purposes.
  - a. Leisure
  - b. Inbound
  - c. Outbound
  - d. Domestic
3. Services have a high degree of-----.
  - a. Perishability
  - b. Functionality
  - c. Durability
  - d. Behaviour
4. ----- refers to managing time effectively.
  - a. Time management
  - b. Fees management
  - c. Commission
  - d. Counter
5. \_\_\_ involves supplying other companies with products or services.
  - a. B2B
  - b. B2C
  - c. C2C
  - d. C2B
6. An extended part of needs today has become -..---
  - a. Education
  - b. Clubbing
  - c. Rest
  - d. Person
7. The ---- environment is made up of six components: demographic, economic, physical, technological, political-legal, and social-cultural environment.
  - a. Broad
  - b. Micro
  - c. Internal
  - d. Specific
8. The -----component include suppliers, market intermediaries, customers, partners, competitors and the public

- a. Micro
  - b. Macro
  - c. Broad
  - d. Technical
9. The ----- environment constitutes factors which influence customers' purchasing power and spending patterns.
- a. Economic
  - b. Natural
  - c. Legal
  - d. Technological
10. The ----- environment includes the climatic conditions, environmental change, accessibility to water and raw materials, natural disasters, pollution etc.
- a. Economic
  - b. Political
  - c. social
  - d. Physical
11. The ----- environment constitutes innovation, research and development in technology, technological alternatives, innovation inducements also technological barriers to smooth operation.
- a. Economic
  - b. Political
  - c. Technological
  - d. Cultural
12. -----environment may include conditions developing in foreign markets, govt, policies and regulations.
- a. Internal
  - b. External
  - c. Extra ordinary
  - d. Current
13. ----- make a brand popular amongst the masses.
- a. Promotion
  - b. Price
  - c. Time
  - d. Senses
14. ----- includes the channels and distribution, transportation, warehousing, inventory control etc.

- a. Packaging
  - b. Labelling
  - c. Branding
  - d. Physical distribution
15. .... cannot be separated from the individual.
- a. Personal services
  - b. Product services
  - c. Machine services
  - d. Public services
16. Internal environment is -----.
- a. Company specific
  - b. Individual specific
  - c. Group
  - d. Employees
17. ----- aspect of the macro-environment is made up of the lifestyle, values, culture, prejudice and beliefs of the people.
- a. Political
  - b. Economic
  - c. Demographic
  - d. Social cultural
18. ----- refers to the act of moving of people from one location to another.
- a. Rest
  - b. Sleep
  - c. Sharing
  - d. Travel
19. Hostels are a form of shared-room lodging
- a. Hostels
  - b. Restaurants
  - c. Clubs
  - d. Casino
20. ----- is the amount of data sent and received by visitors to a website.
- a. Website green
  - b. Webex
  - c. Webster
  - d. Web traffic
21. \_\_\_ involves supplying other companies with products or services.
- a. B2B
  - b. B2C
  - c. C2C
  - d. C2B
22. When an individual wants something which is premium, but he also has the ability to buy it, then these wants are converted to-----.
- a. Needs
  - b. Desire
  - c. Demand

- d. wants
23. The ----- environment includes larger societal forces which affect society as a whole.
- a. Micro
  - b. Macro
  - c. Physical
  - d. Fluctuation
24. ----- also includes other pressure groups and agencies which influence or limit the working of the industry and/or the business in the society.
- a. Political
  - b. Economic
  - c. Technological
  - d. Social
25. ----- cannot be separated from the individual.
- a. Personal services
  - b. Product services
  - c. Machine services
  - d. Public services