

**Higher Secondary (Vocational) Examination**  
**Semester – I, Class- XI**  
**MARKET DEVELOPMENT ASSOCIATE (MDA1)**  
**Full Marks: 20**

1. Which of the following is a primary reason for maintaining personal hygiene in the workplace
  - a. To enhance personal appearance
  - b. To prevent the spread of illness
  - c. To reduce company expense
  - d. To comply with fashion standards
2. Which of the following is NOT a recommended practice for maintaining workplace sanitation
  - a. Regularly disinfecting surfaces
  - b. Proper disposal of waste materials
  - c. Sharing personal items like towels
  - d. Cleaning equipment after use
3. What is the most effective method of hand hygiene to prevent the spread of germs
  - a. Using hand sanitizer
  - b. Washing hands with soap and water for at least 20 seconds
  - c. Wiping hands with a dry towel
  - d. Rubbing hands with alcohol
4. Who stated – “ The purpose of business is to create and keep customers”
  - a. N.H. Borden
  - b. Peter Drucker
  - c. Jerome McCarthy
  - d. E. B.Flippo
5. Which of the following is not an importance of marketing
  - a. Creation of demand
  - b. Unemployment
  - c. Customer satisfaction
  - d. Expansion of business
6. Modern marketing concept is
  - a. Production oriented
  - b. Product oriented
  - c. Customer oriented
  - d. Sales oriented
7. Which of the following is NOT a function of marketing
  - a. Packaging
  - b. Pricing
  - c. Warehousing
  - d. Financial planning
8. What is one of the primary reasons for the growing relevance of marketing management in India
  - a. Decline in consumer purchasing power
  - b. Stagnation of the manufacturing sector
  - c. Rapid urbanization and rising middle-class incomes

- d. Decrease in foreign direct investment (FDI)
- 9. Who is credited with coining the term "Marketing Mix"?
  - a. Philip Kotler
  - b. E. Jerome McCarthy
  - c. Neil Borden
  - d. Peter Drucker
- 10. Which of the following is not an element of '4Ps'
  - a. Product
  - b. Physical Distribution
  - c. Promotion
  - d. Profit
- 11. In the extended marketing mix for services, which of the following is NOT included in the additional 3Ps?
  - a. People
  - b. Process
  - c. Product
  - d. Physical Evidence
- 12. Why is the Marketing Mix important to marketers?
  - a. It helps in identifying new markets
  - b. It provides a framework for developing effective marketing strategies
  - c. It reduces the cost of production
  - d. It eliminates the need for market research
- 13. The marketing mix allows marketers to
  - a. Standardize products across all markets
  - b. Customize strategies to meet the specific needs of different market segments
  - c. Focus solely on price competition
  - d. Avoid promotional activities
- 14. Which of the following best defines the Marketing Mix?
  - a. A blend of product and service strategies
  - b. A combination of factors that a company can control to influence consumers to purchase its products
  - c. The set of techniques used to increase production efficiency
  - d. The process of analyzing customer needs and preferences
- 15. Buying behaviour
  - a. Makes buyers extravagant
  - b. Decreases standard of living
  - c. Increases standard of living
  - d. Encourages indebtedness
- 16. Which of the following best defines consumer behaviour
  - a. The study of how individuals make decisions to spend their available resources on consumption-related items
  - b. The analysis of how businesses select their suppliers and negotiate contracts
  - c. The examination of the legal aspects of consumer rights
  - d. The understanding of how governments regulate consumer protection laws

17. Consumer behaviour focuses on understanding how consumers
- Produce goods and services
  - Invest their savings in financial markets
  - Allocate their income to purchase various goods and services
  - Manage their time between work and leisure
18. Which of the following is a type of consumer buying behaviour where the consumer engages in significant research before making a purchase
- Habitual buying behaviour
  - Variety-seeking buying behaviour
  - Complex buying behaviour
  - Dissonance-reducing buying behaviour
19. Which of the following is a psychological factor that influences consumer behaviour
- Culture
  - Social class
  - Motivation
  - Family
20. The influence of reference groups on a consumer's buying decisions is an example of which type of factor
- Economic
  - Social
  - Psychological
  - Personal

**Answer Key**

Q No	Ans	Q No	Ans
1	b	11	c
2	c	12	b
3	b	13	b
4	b	14	b
5	b	15	c
6	c	16	a
7	d	17	c
8	c	18	c
9	c	19	c
10	d	20	b