

Course  
&  
Test Series



CBSE



ICSE



NTSE



Banking &  
Insurance



Central Govt.  
Service



State Govt.  
Services



LAW  
Entrance



MBA  
Entrance



Railways & Metro  
Services

...many more

abhyasonline.in

Self-Made Assignment - Digital Marketing

Fundamental Concepts of Marketing

1. Which of the following is not a part of the 7Ps of Marketing?

- a) Product
- b) Price
- c) Planning
- d) Promotion

2. "The Taste of India" is the tagline of which brand?

- a) Parle-G
- b) Amul
- c) Maggi
- d) Coca-Cola

3. Which element of the marketing mix deals with how products reach customers?

- a) Product
- b) Place
- c) Promotion
- d) Process

4. "Hum Mein Hai Hero" is the tagline of:

- a) Hero MotoCorp
- b) Tata Motors
- c) Maruti Suzuki
- d) TVS Motors

5. Which of the following is an example of convenience goods?

- a) Cars
- b) Biscuits
- c) Refrigerators
- d) Watches



Course  
&  
Test Series



CBSE



ICSE



NTSE



Banking &  
Insurance



Central Govt.  
Service



State Govt.  
Services



LAW  
Entrance



MBA  
Entrance



Railways & Metro  
Services

...many more

abhyasonline.in

Self-Made Assignment - Digital Marketing

Fundamental Concepts of Marketing

6. Which of the following best represents physical evidence in a service business?

- a) Discount offers
- b) Employee training
- c) Store layout and packaging
- d) Delivery process

7. The statement "Titan Watches - Reliable, Stylish, and Affordable Luxury" refers to which concept?

- a) Targeting
- b) Segmentation
- c) Positioning
- d) Promotion

8. Amul's cold-chain supply ensuring freshness relates to which marketing mix element?

- a) People
- b) Process
- c) Promotion
- d) Place

9. FMCG products like Maggi noodles and Parle-G biscuits are characterized by:

- a) Long purchase cycles and high cost
- b) Quick sale and frequent purchase
- c) Customization and personal selling
- d) Exclusive distribution



Course  
&  
Test Series



CBSE



ICSE



NTSE



Banking &  
Insurance



Central Govt.  
Service



State Govt.  
Services



LAW  
Entrance



MBA  
Entrance



Railways & Metro  
Services

...many more

abhyasonline.in

## Self-Made Assignment - Digital Marketing

### Fundamental Concepts of Marketing

10. "Connecting Aspirations" is a tagline that aims to connect emotionally with consumers. Which brand uses it?

- a) Tata Motors
- b) Maruti Suzuki
- c) Hero MotoCorp
- d) Bajaj Auto

