

Direct Marketing

- 1) Direct marketing involves?
 - a) **Direct Response.**
 - b) Indirect response.
 - c) Forward response.
 - d) Backward response

- 2) Direct Marketing involves?
 - a) **Direct Communication.**
 - b) Indirect Communication.
 - c) Forward Response.
 - d) Backward response.

- 3) Direct Marketing was launched in India via
 - a) **Mail order.**
 - b) Telephone.
 - c) Fax.
 - d) Internet

- 4) In India Direct Marketing was launched on
 - a) **1950.**
 - b) 1975.
 - c) 1980.
 - d) 1985

- 5) A Direct marketing campaign helps companies to..
 - a) Stabilize sales.
 - b) **Increase sales.**
 - c) Grow the company.
 - d) Grow market share

- 6) Before planning a Direct mail campaign what are the factors considered?
 - a) Age, income, location.
 - b) Profession, buying pattern.
 - c) Consumption pattern
 - d) **All of the above.**

7) Before planning a Direct marketing campaign what is required?

- a) **Segmentation.**
- b) Targeting.
- c) Positioning.
- d) Differentiation

8) What does a Direct marketing catalogue includes?

- a) B to B catalogues.
- b) Customer catalogue.
- c) B to C catalogue
- d) **All of the above.**

9) Direct marketing also helps in..

- a) **Better positioning.**
- b) Brand leveraging.
- c) Clear communication.
- d) Brand equity

10) Direct marketing helps to establish?

- a) **Loyal customer.**
- b) Retail customer.
- c) B to B customer.
- d) B to C customers

11) LTV of customer is defined as?

- a) **Life time value.**
- b) Level to value.
- c) Leverage time value.
- d) Level time value

12) Communication process involves?

- a) Sender.
- b) Receiver.
- c) Message.
- d) **All of the above.**

- 13) Sales promotion is done for?
- a) **Limited period.**
 - b) Half year.
 - c) Full year.
 - d) Monthly
- 14) In AIDA theory a means?
- a) Attraction.
 - b) **Attention.**
 - c) Abstract.
 - d) Always
- 15) The method in which the amount of money spent on promotion is a percentage of past or anticipated sales...?
- a) **Sales percentage method.**
 - b) Competitive parity method.
 - c) All you can afford method.
 - d) Competitive afford method
- 16) This budgeting approach matches the competitor's level of spending?
- a) Sales percentage method.
 - b) **Competitive parity method.**
 - c) All you can afford method.
 - d) Competitive afford method
- 17) This budgeting method allows money to be spent on promotion & offer all other items to be covered.
- a) Sales percentage method.
 - b) Competitive parity method.
 - c) **All you can afford method.**
 - d) Competitive afford method
- 18) In promotion advertising consists of?
- a) Advertising copy.
 - b) Art work.
 - c) creatives

d) All of the above.

19) A database is a collection of information that is..

a) Organized.

b) Collected.

c) Cleared.

d) All of the above

20) Data base marketing helps to..

a) Evaluate customers.

b) Engage customers.

c) Entice customers.

d) Entertain customers

21) First and Foremost step of Data base marketing is?

a) Verification.

b) Validation.

c) Vision.

d) Valuation

22) Steps in managing data are?

a) Verification.

b) Murge pure.

c) Validation.

d) All of the above.

23) What is the most important pillar in relationship marketing ?

a) Influencers.

b) Non-influencers.

c) Peers.

d) Bloggers

24) In relationship marketing first people to touch base internally are?

a) Employees.

b) Customers.

c) Suppliers.

d) Retailers

25) Relationship marketing should be?

a) **Cross- functioned.**

b) Dependent.

c) Direct.

d) Indirect

26) Relationship marketing also demands?

a) **Personalization.**

b) Focus.

c) Support.

d) Validation

27) Relationship marketing helps reduce...

a) **Credit- risk.**

b) Loan.

c) Defaulters.

d) NPA

28) Source of internal information to create mailing lists are.

a) Service record.

b) Sales force report.

c) Customer complaints.

d) **All of the above.**

29) Source of external data to create new customer profile?

a) **Government reports.**

b) Distributer reports.

c) Personal experience.

d) Sales profile

30) What can make the Mailing cost inappropriate?

a) **Duplication.**

b) Distribution.

c) Dilation.

d) Demarcation

31) A mailing list can also be..

- a) **Rented.**
- b) Reused.
- c) Recycled.
- d) Rearranged

32) Before a mailing campaign below mentioned cost, should be considered..

- a) **Cost per thousand.**
- b) Cost per billion.
- c) Cost per person.
- d) Cost per concession

33) Eugene Schwartz consider a campaign successful if the revenue generated is more in percentage than the mailing list. What is the %?

- a) **30%.**
- b) 45%.
- c) 60%.
- d) 75%

34) CRM is a comprehensive approach to?

- a) Create.
- b) Maintain.
- c) Expand.
- d) **All of the above.**

35) CRM should have?

- a) **Centralized database.**
- b) Custom database.
- c) Cost database.
- d) Sales database

36) CRM helps to create.

- a) Customer profile.

b) **Customer loyalty.**

c) Sales force

d) Market share

37) What is the core of developing customer relation?

a) **Building network.**

b) Creating new customers.

c) Creating better data

d) Brand launch

38) Planning and developing customer relationship also needs.

a) **Rewarding loyal customers.**

b) Removing loyal customers.

c) Reassuring customers

d) Relocating customers

39) One of the most important part after execution of direct mailing campaign is to.

a) **Calculate to ROI.**

b) Refine the campaign.

c) Relaunch campaign

d) Calculate the spend

40) The first step in creating a direct marketing plan is...

a) **Situation analysis.**

b) Marketing objectives.

c) Management tactics.

d) Strategies

41) What does choosing the right communication tools mean?

a) **Media vehicles.**

b) Budget.

c) Consumer profiles.

d) Customer interaction

42) The first stage in global marketing is.

a) **Understand the market.**

- b) Create the market.
- c) Segment the market.
- d) Launch the product

43) The main feature of internet in direct marketing is ...

- a) Connect.**
- b) Consent
- c) Consolidate.
- d) Cast

44) Extensive online database creates?

- a) Recommender system.**
- b) Planning system.
- c) Reporting system
- d) Planning pattern
- e) Reporting pattern

45) The future of digital marketing is based on

- a) Analytical tool.**
- b) Database.
- c) Artificial intelligence.
- d) Data collection.

46) The second most important factor in internal marketing is?

- a) Interactivity.**
- b) Information.
- c) Integrate
- d) Imaging

47) Relationship marketing is achieved only after collection of customers.

- a) Needs and preferences.**
- b) Database.
- c) Understanding.
- d) Eliminating

- 48) Segmentation also helps to.
- a) **Identify new markets.**
 - b) Create a product.
 - c) Create data base
 - d) Collecting data.
- 49) What does Purging a list mean?
- a) **Eliminating.**
 - b) Adding.
 - c) Maintaining.
 - d) sustaining
- 50) Direct marketing facilitates?
- a) Online marketing.
 - b) Offline marketing.
 - c) Below the line.
 - d) **All of the above**