

परीक्षेचे नांव : सहायक प्राध्यापक, मार्केटिंग,

परीक्षेचा दिनांक : 09 फेब्रुवारी, 2014

महाराष्ट्र शिक्षण सेवा (महाविद्यालयीन शाखा), गट -अ, चाळणी परीक्षा-2013

विषय : मार्केटिंग

महाराष्ट्र लोकसेवा आयोगामार्फत सहायक प्राध्यापक, मार्केटिंग, महाराष्ट्र शिक्षण सेवा (महाविद्यालयीन शाखा), गट -अ, चाळणी परीक्षा-२०१३ या चाळणी परीक्षेच्या प्रश्नपत्रिकेची उत्तरतालिका उमेदवारांच्या माहितीसाठी संकेतस्थळावर प्रसिध्द करण्यात आली होती. त्यासंदर्भात उमेदवारांनी अधिप्रमाणित (Authentic) स्पष्टीकरण / संदर्भ देऊन पाठविलेली लेखी निवेदने, तसेच तज्ज्ञांचे अभिप्राय विचारात घेऊन आयोगाने उत्तरतालिका सुधारित केली आहे. या उत्तरतालिकेतील उत्तरे अंतिम समजण्यात येतील. यासंदर्भात आलेली निवेदने विचारात घेतली जाणार नाहीत व त्याबाबत कोणताही पत्रव्यवहार केला जाणार नाही, याची कृपया नोंद घ्यावी.

उत्तरतालिका - KEY

MPSC

Notations:

1. Options shown in **green** color are correct.
2. Options shown in **red** color are incorrect.

Group A

Number of optional sections to be attempted: 0, Group Maximum duration : 0, Group Minimum duration : 60,
Revisit allowed for view? : No, Revisit allowed for edit? : No, Break time: 0

Assistant Professor Marketing

Section type : Online, Number of Questions to be attempted:100, Mandatory or Optional: Mandatory

Subsection : 1, Question Shuffling Allowed : Yes

Question id : 2001 Question Type : MCQ

Industry benchmarking compares

Options :

1. Organizational performance between firms/ public sector organizations in different industries or sectors.
2. Organizational performance between firms / public sector organizations in the same industry or sector.
3. Organizational performance between firms / public sector organizations in different countries.
4. Organizational performance between different divisions of the firm.

Question id : 2002 Question Type : MCQ

Which of the following information forms available to the marketing manager can usually be accessed more quickly and cheaply than others information sources?

Options :

1. Marketing intelligence.
2. Marketing research.
3. Customer profiles.
4. Internal databases.

Question id : 2003 Question Type : MCQ

All of the following are considered to be drawbacks of local marketing except

Options :

1. It can drive up manufacturing and marketing costs by reducing economies of scale.
2. It can create logistical problems when the company tries to meet varied requirements.
3. It can attract unwanted competition.
4. It can dilute the brand's overall image.

Question id : 2004 Question Type : MCQ

Cognitive dissonance occurs in which stage of the buyer decision process model

Options :

1. Need recognition.
2. Evaluation of alternatives.
3. Information search.
4. Post purchase behavior.

Question id : 2005 Question Type : MCQ

That the company who overlooks new and better ways to do things will eventually lose customers to another company that has found a better way of serving customer needs is a major tenet of

Options :

1. Innovative marketing.
2. Consumer oriented marketing.
3. Value marketing.
4. Sense of mission marketing.

Question id : 2006 Question Type : MCQ

The biggest or greatest amount of involvement in a foreign market comes through which of the following

Options :

1. Exporting.
2. Licensing.
3. Joint venturing.
4. Direct investment.

Question id : 2007 Question Type : MCQ

Setting call objective is done during which of the following stages of selling process

Options :

1. Prospection.
2. Approach.
3. Pre - approach.

4. Handling objections.

Question id : 2008 Question Type : MCQ

Pricing to cover variable costs and some fixed costs , as in the case of some automobiles distributorships that sell below total costs, is typically of which of the following pricing objectives

Options :

1. Current profit maximization.
2. Product quality leadership.
3. Market share leadership.
4. Survival.

Question id : 2009 Question Type : MCQ

In determining sales force size, when a company groups accounts into different size classes and then determines the number of sales people needed to call on them the desired number of times, it is called theapproach

Options :

1. Key size.
2. Work load.
3. Product need.
4. Call service.

Question id : 2010 Question Type : MCQ

..... are products bought by individuals and organizations for further processing or for use in conducting a business

Options :

1. Consumer products.
2. Industrial products.
3. Services.
4. Speciality products.

Question id : 2011 Question Type : MCQ

All of the following would be ways to segment within the category of psychographics segmentation except

Options :

1. Social class.
2. Personality.
3. Occupation.
4. Life style.

Question id : 2012 Question Type : MCQ

The Is a person within a reference group who, because of special skills, knowledge, personality, or other characteristics, exerts influence on others

Options :

1. Facilitator.
2. Social leader.
3. Referent actor.
4. Opinion leader.

Question id : 2013 Question Type : MCQ

In terms of execution styles, a family seated at the dinner table enjoying the advertised product would be an example of which of the following types of advertising

Options :

1. Slice of life.
2. Personality symbol.
3. Lifestyle.
4. Brand promotion.

Question id : 2014 Question Type : MCQ

More and more sales people are being evaluated and compensated based on different measures in the past. All of the following are illustrations of those measures except

Options :

1. Long term customer satisfaction.
2. Full customer service.
3. High retention rates.
4. Competitive predatory pricing performance.

Question id : 2015 Question Type : MCQ

..... includes practices such as overstating the product's features or performance, luring the customer to the store for bargain that is out of stock, or running rigged contests.

Options :

1. Deceptive promotion.
2. Deceptive pricing.
3. Deceptive packaging.
4. Deceptive cost structure.

Question id : 2016 Question Type : MCQ

The orange juice manufacturers know that orange juice is most often consumed in the breakfast. However, they would like to make this drink for all time periods in a day. Which form segmentation would they need to work with and establish strategy reflective of their desires?

Options :

1. Gender segmentation.
2. Benefit segmentation.

3. Age and life cycle segmentation.

4. Occasion segmentation.

Question id : 2017 Question Type : MCQ

The typical method of retail operation used by supermarkets and catalog showrooms is called

Options :

1. Self service retailing.

2. Limited service retailing.

3. Full service retailing.

4. Service merchandiser.

Question id : 2018 Question Type : MCQ

The total number of items that the company carries within its product lines refers to theof the product mix.

Options :

1. Width.

2. Length.

3. Depth.

4. Consistency.

Question id : 2019 Question Type : MCQ

The use of price points for reference to different levels of quality for a company's related products is typical example of which product mix pricing strategy?

Options :

1. Optional product pricing.

2. By product pricing.

3. Captive product pricing.

4. Product line pricing.

Question id : 2020 Question Type : MCQ

If a company's objective were to reach the masses of the buyers that were geographically dispersed at low cost per exposure , the company would likely choose which of the following promotion forms?

Options :

1. Advertising.

2. Public relations.

3. Personal selling.

4. Sales promotion.

Question id : 2021 Question Type : MCQ

Using a successful brand name to introduce additional items in a product category under the same brand name (such as new flavors , forms, colors, added ingredients, or package sizes) is called

Options :

1. Line extension.
2. Multi branding.
3. Brand extension.
4. Co – branding.

Question id : 2022 Question Type : MCQ

Anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or a need is called a (n)

Options :

1. Idea.
2. Service
3. Product.
4. Offer.

Question id : 2023 Question Type : MCQ

The type of sales presentation approach that requires good listening and problem solving skills is the

Options :

1. Need satisfaction approach.
2. Critical thinking approach.
3. Formula approach.
4. Canned approach.

Question id : 2024 Question Type : MCQ

Successful marketing depends how well a company blends its people, organizational structure, decision and reward systems, and company culture into a cohesive program that supports its strategic.

Options :

1. Strategy.
2. Analysis.
3. Control.
4. Implementation.

Question id : 2025 Question Type : MCQ

..... Is a general term for buying and selling process that is supported by electronic means.

Options :

1. Internet commerce.
2. Web commerce.
3. I – commerce.
4. Electronic commerce.

Question id : 2026 Question Type : MCQ

..... Are advertisements that appear while subscribers are surfing online service or web sites, including

banners, pop – up windows, tickers and road blocks

Options :

1. Online commercials.
2. Online advertisements.
3. Online bullets.
4. Online broadcasts.

Question id : 2027 Question Type : MCQ

In terms of special product life cycles, a is a basic and distinctive mode of expression

Options :

1. Style.
2. Fashion.
3. Fad.
4. Genre.

Question id : 2028 Question Type : MCQ

The fact that services are sold, produced and consumed at the same time refers to which of the following service characteristics?

Options :

1. Intangibility.
2. Inseparability
3. Imperishability.
4. Variability.

Question id : 2029 Question Type : MCQ

A manufacturer has four sponsorship options. A Brand is created and owned by a reseller of a product or service.

Options :

1. License brand.
2. Private brand.
3. Manufacturer's brand.
4. Co – brand.

Question id : 2030 Question Type : MCQ

The stage of product life cycle that focuses on expanding market and creating product awareness and trial is

Options :

1. Introduction stage.
2. Maturity stage.
3. Growth stage.

4. Declining stage.

Question id : 2031 Question Type : MCQ

If the field sales force has been supplied with new leads (via telephone) that has been qualified, they have probably been assisted by

Options :

1. Telecallers.
2. Master salesperson.
3. Telemarketers.
4. Sales assistants.

Question id : 2032 Question Type : MCQ

A set of interdependent organizations involved in the process of making a product or service available for use or consumption by the consumer or business user is called a

Options :

1. Retailer.
2. Distribution channel.
3. Wholesaler.
4. Logistics.

Question id : 2033 Question Type : MCQ

According to price/quality strategy matrix, when a company over prices its products in relation to its quality, it is considered to be using which kind of strategy?

Options :

1. Good value strategy.
2. Premium pricing strategy.
3. Overcharging strategy.
4. Snob strategy.

Question id : 2034 Question Type : MCQ

A Is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels

Options :

1. Push strategy.
2. Blocking strategy.
3. Pull strategy.
4. Integrated strategy.

Question id : 2035 Question Type : MCQ

Consumer goods with unique characteristics or brand identification often requiring a special purchase effort is called

Options :

1. Custom products.
2. Convenience products.
3. Specialty products.
4. Shopping products.

Question id : 2036 Question Type : MCQ

Which of the following is not one of the five stages of the buyer decision process?

Options :

1. Need recognition.
2. Information search.
3. Brand identification.
4. Purchase decision.

Question id : 2037 Question Type : MCQ

If Toyota describes one of its cars of the future as being “a moderately priced subcompact designed as a second family car for running errands and visiting friends” then the company has just stated a potential new product in terms of a

Options :

1. Product idea.
2. Product feature.
3. Product concept.
4. Product positioning.

Question id : 2038 Question Type : MCQ

Conflicts between different levels of the same channel of distribution are referred to as

Options :

1. Horizontal conflict.
2. Layer based conflict.
3. Vertical conflict.
4. Parallel conflict.

Question id : 2039 Question Type : MCQ

A company is practicingif it focuses on sub segments with distinctive traits that may seek a special combination of benefits.

Options :

1. Micro marketing.
2. Mass marketing.
3. Niche marketing.
4. Customized marketing.

Question id : 2040 Question Type : MCQ

The course of a product's sale and profits over its life time is called

Options :

1. The sales chart.
2. The dynamic growth curve.
3. The adoption cycle.
4. The product life cycle.

Question id : 2041 Question Type : MCQ

The most logical budget setting method is found is given below, which one is it?

Options :

1. Affordable method.
2. Percentage of sales method.
3. Competitive parity method.
4. Objective and task method.

Question id : 2042 Question Type : MCQ

One common misuse of marketing research findings in contemporary business is the tendency for marketing research to

Options :

1. Become a vehicle for pitching the sponsor's product.
2. Become a vehicle for discriminating in the market place.
3. Become a means of raising prices.
4. Become a means for unfair competition.

Question id : 2043 Question Type : MCQ

The choice between high markups and high volume is part of which of the following retailer marketing decisions?

Options :

1. Target market decisions.
2. Product assortment and service decisions.
3. Pricing decisions.
4. Promotion decisions.

Question id : 2044 Question Type : MCQ

If an advertiser wants flexibility, timeliness, good local market coverage, broad market acceptability, and high believability, the advertiser will probably choose which of the following mass media types?

Options :

1. Newspapers .

2. Radio.
3. Television.
4. Direct mail.

Question id : 2045 Question Type : MCQ

A Is a name, term, sign, symbol or design, or a combination of these that identifies the maker or seller of a product or service.

Options :

1. Trademark.
2. Brand.
3. Logo
4. Company mark.

Question id : 2046 Question Type : MCQ

If a company pays another company for the right to use their name on his line of t-shirts , then the first company is using which type of branding?

Options :

1. Licensed branding.
2. Manufacture's branding.
3. Private branding.
4. Co-branding.

Question id : 2047 Question Type : MCQ

When personal interviewing involves inviting six to ten people together for a few hours with a trained interviewer to talk about a product, service, or organization, this method is called

Options :

1. Selective sponsorship.
2. Focus group.
3. Probing.
4. Delphi method.

Question id : 2048 Question Type : MCQ

The shrinking of distances due to technological advances such as computer and fax connections by telephone, are one characteristics of what new challenge to marketing?

Options :

1. Rapid globalization.
2. The changing world economy.
3. The call for more socially responsible marketing.
4. The micro chip revolution.

Question id : 2049 Question Type : MCQ

The type of sales force structure in which the sales force sells along product lines is called a

Options :

1. Territorial.
2. Customer.
3. Product.
4. Retail.

Question id : 2050 Question Type : MCQ

A 'three day cooling off period' in which buyers can cancel a contract after rethinking it is to protect consumer from

Options :

1. Creative selling.
2. High pressure selling.
3. Detail selling.
4. Hardcore selling.

Question id : 2051 Question Type : MCQ

When Coco-Cola and Nestle formed a joint venture to market a ready to drink coffee and tea worldwide, the type of marketing system that was formed would best be described as being a

Options :

1. Vertical marketing system.
2. Parallel marketing system.
3. Diversified marketing system.
4. Horizontal marketing system.

Question id : 2052 Question Type : MCQ

When a marketing research organization chooses a segment of the population that represents the population as a whole, they have chosen a

Options :

1. Group.
2. Sample.
3. Bi-variant population.
4. Market target.

Question id : 2053 Question Type : MCQ

The goal of a marketing logistics system should be to provide

Options :

1. A targeted level of promotional support.
2. A targeted level of customer service at the least cost.
3. A targeted level of transportation expense ratio.

4. A targeted level of field support.

Question id : 2054 Question Type : MCQ

If a company (considering its options on the product/market expansion grid)chooses to move into different unrelated fields(from what it has ever done before) with new products as a means to stimulate growth, the company would be following which of the general strategies?

Options :

1. Market penetration.
2. Product development.
3. Market development.
4. Diversification.

Question id : 2055 Question Type : MCQ

Technological advances, shifts in consumer tastes and increased competition, all of which reduce the demand for a product are typical of which stage of product life cycle?

Options :

1. Decline stage.
2. Growth stage.
3. Introduction stage.
4. Maturity stage.

Question id : 2056 Question Type : MCQ

The process that turns marketing strategies and plans into marketing actions in order to accomplish strategic marketing objectives, it is called

Options :

1. Market planning.
2. Marketing analysis.
3. Marketing control.
4. Marketing implementation.

Question id : 2057 Question Type : MCQ

The value chain attempts to identify those activities which add value to

Options :

1. The organization's stakeholders.
2. The customer or consumer.
3. The senior strategic managers.
4. The shareholders of the industry.

Question id : 2058 Question Type : MCQ

The purpose of the SWOT analysis is to analyse

Options :

1. The business environment in which an organization operates.
2. The strategic capability of an organization.
3. The business environment and the strategic capability of an organization relative to its competitors.
4. External and organizational environments.

Question id : 2059 Question Type : MCQ

According to the “Iceberg of ignorance”, who is least in touch with customer needs?

Options :

1. Director.
2. Manager.
3. Senior manager.
4. Line staff.

Question id : 2060 Question Type : MCQ

Which of the following is not typically used to collect qualitative data?

Options :

1. Focus groups.
2. Projective techniques.
3. Depth interview.
4. Telephone survey.

Question id : 2061 Question Type : MCQ

Which of the following is not the element of SMART model of setting marketing objectives?

Options :

1. Simple.
2. Achievable.
3. Measurable.
4. Relevant.

Question id : 2062 Question Type : MCQ

Lifestyle segmentation is best described as segmenting on the basis of

Options :

1. Broad characteristics that society has.
2. Product preferences.
3. Interest, media exposure and attitudes.
4. Age or gender.

Question id : 2063 Question Type : MCQ

A corporate umbrella brand is a way of branding

Options :

1. Groups of a non profit services.
2. Group of fund raising activities.
3. The organization it self.
4. Individual products or services.

Question id : 2064 Question Type : MCQ

Which of the following is not a gap identified in the SERVQUAL method by Parsuraman et al

Options :

1. Not selecting the right service design.
2. Not delivering to service standards.
3. Not setting accurate prices for consumer market.
4. Not matching performance to promises.

Question id : 2065 Question Type : MCQ

Price discrimination involves

Options :

1. Charging the highest possible price.
2. Charging different segments of customers different prices.
3. Being the lowest cost producer.
4. Charging a different price to that of competitors.

Question id : 2066 Question Type : MCQ

Which of the following is the correct progression of stages that consumers should be moved through if communicated with effectively?

Options :

1. Unawareness, awareness, conviction, comprehension, action.
2. Unawareness, awareness, action, conviction, comprehension.
3. Unawareness, awareness, comprehension, conviction, action.
4. Unawareness, awareness, conviction, action, comprehension.

Question id : 2067 Question Type : MCQ

Which of the following is central to any definition of marketing?

Options :

1. Customer relationships.
2. Making a sale.
3. Demand management.
4. Achieving profits.

Question id : 2068 Question Type : MCQ

When backed by buying power, wants become?

Options :

1. Desires.
2. Requirements.
3. Demand.
4. Physical needs.

Question id : 2069 Question Type : MCQ

Consumer research, product development, communication, pricing are all core activities of

Options :

1. Marketing.
2. Management.
3. Production.
4. CRM.

Question id : 2070 Question Type : MCQ

.....is the set of benefits a company promises to deliver to its consumers to satisfy their needs

Options :

1. Good customer service.
2. A money back guarantee.
3. A value proposition.
4. Low price product offer.

Question id : 2071 Question Type : MCQ

Which of the following marketing management concepts is most likely to lead to marketing myopia?

Options :

1. Production.
2. Customer driven.
3. Selling.
4. Societal.

Question id : 2072 Question Type : MCQ

Which of the following is the term for customer who make repeat purchases and tell others about their positive experiences with a product or service?

Options :

1. Brand loyals.
2. Customer evangelists.
3. Butterflies.
4. Social customers.

Question id : 2073 Question Type : MCQ

Frequent flyer programs offered by airlines are an example of a

Options :

1. Frequency marketing program.
2. CRM techniques.
3. Basis customer relationship.
4. Structural benefits provided for top customers.

Question id : 2074 Question Type : MCQ

Throughmany companies are strengthening their connections to all partners, from providers of raw materials to components to final products that are carried to final buyers.

Options :

1. Deviated marketing.
2. Direct marketing.
3. Supply chain management.
4. Customized marketing.

Question id : 2075 Question Type : MCQ

As part of the rapid globalization of today's economy, companies are selling more locally produced goods in international markets and

Options :

1. Purchasing more supplies abroad.
2. Taking a local view of their industry.
3. Reducing competition within their industry.
4. Competing solely in traditional market places.

Question id : 2076 Question Type : MCQ

Which of the following is currently the fastest growing form marketing?

Options :

1. Social marketing.
2. Online marketing.
3. Green marketing.
4. Mass media marketing.

Question id : 2077 Question Type : MCQ

Which of the following is not the type of buying behavior?

Options :

1. Complex buying behavior.
2. Dissonance reducing buying behavior.
3. Standard buying behavior.
4. Habitual buying behavior.

Question id : 2078 Question Type : MCQ

The distance between the production point and its consumption point is known asdiscrepancy

Options :

1. Temporal.
2. Location.
3. Mileage.
4. Spatial.

Question id : 2079 Question Type : MCQ

The most commonly used evaluation method used by sales organization for evaluating salespeople is

Options :

1. Behaviorally anchored rating scale.
2. Management by objectives.
3. Graphic rating scales.
4. Ranking method.

Question id : 2080 Question Type : MCQ

Leader member exchange model focuses on dyadic exchange relationship between

Options :

1. Sales manager and sales person.
2. Sales person and customer.
3. Sales man and retailer.
4. Sales man supplier.

Question id : 2081 Question Type : MCQ

The most important and frequently used method of training sales people is

Options :

1. Lectures.
2. Demonstration.
3. Case studies.
4. On the job training.

Question id : 2082 Question Type : MCQ

Relationship marketing is a form of marketing developed from

Options :

1. Direct response marketing.
2. Long term perspective.
3. Branding.
4. Online marketing.

Question id : 2083 Question Type : MCQ

The consumer goods which a customer usually purchases frequently, immediately and with the minimum of effort in comparison and buying are termed as.....product.

Options :

- 1. Durable.
- 2. Convenience.
- 3. Consumer.
- 4. Specialty.

Question id : 2084 Question Type : MCQ

.....channel refers to a one to one communication and involves a person or two persons addressing a group of persons.

Options :

- 1. Social channel.
- 2. Expert channel.
- 3. Personal channel.
- 4. Advocate channel.

Question id : 2085 Question Type : MCQ

The most structured marketing problems are likely to be those dealing with

Options :

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

Question id : 2086 Question Type : MCQ

Some of the commonly used routing pattern followed by a salesman are straight line, hopscotch, cloverleaf and

Options :

- 1. Rectangular.
- 2. Circular.
- 3. Square.
- 4. Triangle.

Question id : 2087 Question Type : MCQ

In defining a sales territory the key word is

Options :

- 1. Region.
- 2. Customer.

3. Geographic area.

4. Territorial area.

Question id : 2088 Question Type : MCQ

The introduction of adaptation, changes or modifications into existing products, brands or services designed to extend their viable life, adopt to new markets or introduce new uses is termed as

Options :

1. Technological change.

2. Innovation.

3. Product development.

4. Up gradation.

Question id : 2089 Question Type : MCQ

The method of sales forecasting that gives the detailed breakdown of the sales forecast by products and territory is

Options :

1. Exponential smoothing.

2. Regression analysis.

3. Delphi method.

4. Sales force composite.

Question id : 2090 Question Type : MCQ

The sales strategy for each specific customer has four parts- classification of accounts, relationship strategy, selling methods and

Options :

1. Pricing strategy.

2. Promotion strategy.

3. Channel strategy.

4. Product strategy.

Question id : 2091 Question Type : MCQ

The role of marketing at corporate level in large multi business company is to provide information on customers and competitors and to

Options :

1. Develop marketing strategy.

2. Advocate customer orientation.

3. Develop competitive advantage strategy

4. Develop sales strategy

Question id : 2092 Question Type : MCQ

Pricing strategy used for transactional selling is

Options :

1. Mutually acceptable.
2. Competitive.
3. Skimming.
4. Product life cycle based.

Question id : 2093 Question Type : MCQ

AIDA stands for Attention, Interest, Desire and

Options :

1. Arrangement.
2. Agreement.
3. Action.
4. Availability.

Question id : 2094 Question Type : MCQ

The product is a bundle of...that a consumer buys.

Options :

1. Features.
2. Satisfaction.
3. Preferences.
4. Conveniences.

Question id : 2095 Question Type : MCQ

Marketing of anti cancerous drugs is the example of.....marketing?

Options :

1. Niche.
2. Local.
3. Multi level.
4. Individual.

Question id : 2096 Question Type : MCQ

Which one is not a phase of new product development?

Options :

1. Idea screening.
2. Concept development.
3. Concept testing.
4. Quality control.

Question id : 2097 Question Type : MCQ

The skills that are critical for the success of a sales manager are managing skills, technical skills, and.....skills.

Options :

1. Communication.
2. Negotiation.
3. People.
4. Problem solving.

Question id : 2098 Question Type : MCQ

Missionary salesperson's main responsibility is to

Options :

1. Take orders.
2. Provide information.
3. Solve customer's problem.
4. Respond to customer's demand.

Question id : 2099 Question Type : MCQ

..... is one time selling to price oriented customers who are not contacted again.

Options :

1. Value added selling.
2. Technical selling.
3. Transactional selling.
4. Team selling.

Question id : 2100 Question Type : MCQ

The marketing channel of producer to retailer to customer is most likely to be used by producers of which of the following products?

Options :

1. Chewing gum.
2. Cars.
3. Tobacco.
4. Hardware.