



- 6 They are frequent visitors but they visit only when the discounts are provided on regular products and brands.  
A Impulsive customer                      B Wandering customer  
C Discount customer                        D Loyal customer
- 7 \_\_\_\_\_ refers to marketing that occurs only online. In other words, marketing efforts that businesses do solely over the Internet.  
A Negative marketing                        B Positive marketing  
C Internet marketing                        D None of the above
- 8 Consumers may be attracted to products that have undesirable social consequences  
A Unwholesome demand                    B Latent demand  
C Negative demand                         D All of the above
- 9 The \_\_\_\_\_ is the set of consumers who have interest, income, and access to a particular offer.  
A Available market                         B Target market  
C Potential market                         D None of the above
- 10 "Meeting the needs of the customer by earning profit." Is \_\_\_\_\_.  
A Organizing                                B Marketing  
C Directing                                 D None of the above

**Part – B (Do as Directed)**

**(05)**

- 1 Define Marketing
- 2 Negative demand
- 3 Latent demand
- 4 Name the marketing channels
- 5 Four C's of Marketing

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