AS PER THE NEW SYLLABUS PRESCRIBED BY THE SAVITRIBAI PHULE PUNE UNIVERSITY, PUNE FOR F.Y.B.COM EFFECTIVE FROM JUNE, 2019 (CBCS PATTERN)

(MARKETING AND SALESMANSHIP-I)
(FYBCOM: SEM-I)

Topic-I: Introduction to Market and Marketing

- MCQs

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4/23/2020
1. An ........ market is a market where buyers and sellers in two or more countries deal with buying and selling.
   A. local
   B. regional
   C. national
   D. international

Ans: D (international)

(Generally, the buying and selling of goods across the borders of one country to another is called international or global market.)
2. The market in which the goods are sold in large quantities is called the ............ market.

A. wholesale
B. retail
C. money
D. share

Ans: A (wholesale)

(In the wholesale market, wholesalers buy goods from manufacturers and sell them to a large number of retailers.)
3. The market in which sellers sale their goods to their customers in retail is called the ........... market.

   A. wholesale  
   B. retail  
   C. share  
   D. money

Ans: B (retail)

(In the retail market, retailers are selling goods in the small quantities (numbers) to the customers as they want.)
4. The market in which shares and debentures are traded is called ......... market.
   A. money
   B. share
   C. wholesale
   D. retail

Ans: B (share)

(The company registers its shares in the share market to sale its shares through the share market, so the share market buy and sale company’s shares in order.)
5. The .......... market is the market in which foreign exchange transactions take place.

A. local
B. wholesale
C. national
D. foreign exchange

Ans: D (foreign exchange)

(In international trade, the price of import and export of goods has to be paid in the form of foreign currency.)
6. The government would have legislated to control all transactions in the market, is called .......... .

   A. national
   B. controlled
   C. organised
   D. unorganised

Ans: B (controlled)

(All transactions of buying and selling of goods in a controlled market are in accordance with government rules and regulations.)
7. An ........... is a place where traders, individually or as a group, carry out the sale and purchase of a commodity according to accepted rules.

A. organised market
B. unorganised market
C. international market
D. regional market

Ans: A (organised market)
(In the organised market, traders make and follow the rules of buying and selling goods themselves.)
Thank You