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1. According to Herzberg's theory of motivation, which factors are required to retain employees in an organization?

- a) Hygiene factors
- b) Motivational factors
- c) None of the given options
- d) Hygiene and Motivational factors

Correct answer: d) Hygiene and Motivational factors

2. ABC industry evaluates that "will our new product give us proper profit and is the idea workable"? It is called:

- a) Product testing
- b) Idea Screening
- c) Idea Generation
- d) Business Analysis

Correct answer: d) Business Analysis

3. Which of the following is NOT a step taken to retain valuable employees?

- a) Recognizing employee contributions
- b) Providing competitive pay and benefits
- c) Exclude employees in decision making

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d) Maintaining a positive work environment

Correct answer: c) Exclude employees in decision making

4. In the marketing research process, the first step is to define the problem followed by:

a) Develop the research design

b) Collection of data

c) Implement plan

d) Develop recommendation

Correct answer: a) Develop the research design

5. The combination of all channels which an organization is using for the distribution of a product in the market is called:

a) Promotion mix

b) Pricing mix

c) Product mix

d) Distribution mix

Correct answer: d) Distribution mix

6. Which theory of motivation holds that people are motivated to work toward rewards that they want and that they believe they have a reasonable chance of obtaining?

a) Expectancy Theory

b) Maslow's theory of motivation

c) Theory X

d) Theory Y

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Correct answer: a) Expectancy Theory

7. Job Enrichment:

- a) None of the given options
- b) Increases the amount of money employees are paid for completing a unit of work
- c) Is a program through which management seeks greater productivity from workers
- d) Involves giving employees work with a greater degree of responsibility and autonomy

Correct answer: d) Involves giving employees work with a greater degree of responsibility and autonomy

8. Which promotion technique focuses on developing direct links with the general public?

- a) Advertising
- b) Public relations
- c) Sales promotion
- d) Personal selling

Correct answer: b) Public relations

9. Sellers feel the need for an organized institution that coordinates all activities related to sales in _____.

- a) Product-oriented stage
- b) Sales-oriented stage
- c) Societal marketing stage
- d) Production-oriented stage

Correct answer: b) Sales-oriented stage

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10. For high-priced items, which distribution is used?

- a) Exclusive distribution
- b) Selective distribution
- c) Subjective distribution
- d) Subjective distribution

Correct answer: a) Exclusive distribution

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