

# 11 Lecture - MGT211

## Important Mcqs

1. Which of the following is not a critical factor for the success of a business?

- a) Market demand
- b) Competition
- c) Leadership
- d) Limited capital

Answer: d) Limited capital

2. What is a unique value proposition?

- a) A business plan that outlines the company's financial goals
- b) A marketing message that differentiates the company from competitors
- c) A pricing strategy that undercuts the competition
- d) A product or service that has never been seen before

Answer: b) A marketing message that differentiates the company from competitors

3. Which of the following can negatively impact the success of a business?

- a) Efficient operations
- b) Clear marketing message
- c) Poor financial management
- d) Large target market

Answer: c) Poor financial management

4. What is a critical factor for the failure of a business?

- a) Effective risk management
- b) Adaptability
- c) Poor financial management
- d) Clear marketing message

Answer: c) Poor financial management

5. What is a clear target market?

- a) A broad group of consumers that a company wants to reach
- b) A specific group of consumers that a company wants to reach
- c) A group of investors that a company wants to attract
- d) A group of competitors that a company wants to outperform

Answer: b) A specific group of consumers that a company wants to reach

6. What is a critical factor for the success of a business?

- a) Limited innovation
- b) Efficient operations
- c) Limited market research
- d) Limited financial resources

Answer: b) Efficient operations

7. What is a critical factor for the failure of a business?

- a) Clear marketing message

- b) Large target market
- c) Poor leadership
- d) Limited competition

**Answer: c) Poor leadership**

8. **What is a critical factor for the success of a business?**

- a) Limited market demand
- b) Effective risk management
- c) High competition
- d) Poor customer service

**Answer: b) Effective risk management**

9. **What is a critical factor for the failure of a business?**

- a) Clear business goals
- b) Poor financial planning
- c) Limited market research
- d) Limited product differentiation

**Answer: b) Poor financial planning**

10. **What is a critical factor for the success of a business?**

- a) Limited adaptability
- b) Effective marketing strategy
- c) Poor financial management
- d) Limited market research

**Answer: b) Effective marketing strategy**