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