# 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