# 22 Lecture - MGT211

# **Important Mcqs**

#### 1. What is the primary goal of marketing?

- a) To increase profits
- b) To increase sales
- c) To satisfy customer needs
- d) To maximize shareholder value

Answer: c) To satisfy customer needs

#### 2. Which of the following is not part of the marketing mix?

- a) Price
- b) Product
- c) Promotion
- d) Personnel

Answer: d) Personnel

# 3. Which of the following is an example of a marketing intermediary?

- a) Wholesaler
- b) Manufacturer
- c) Retailer

d) None of the above

#### Answer: a) Wholesaler

# 4. Which of the following is a type of consumer products?

- a) Industrial products
- b) Convenience products
- c) Specialty products
- d) All of the above

Answer: b) Convenience products

# 5. What is market segmentation?

- a) The process of creating a unique selling proposition
- b) The process of identifying groups of customers with similar needs or characteristics
- c) The process of setting prices for products or services
- d) The process of promoting products or services

Answer: b) The process of identifying groups of customers with similar needs or characteristics

# 6. Which of the following is an example of a marketing objective?

- a) Increase sales by 10% in the next quarter
- b) Launch a new product
- c) Increase customer satisfaction
- d) All of the above

# Answer: a) Increase sales by 10% in the next quarter

# 7. What is a SWOT analysis?

a) An analysis of the company's internal and external environment

b) An analysis of the company's financial statements

c) An analysis of the company's marketing mix

d) An analysis of the company's production processes

Answer: a) An analysis of the company's internal and external environment

#### 8. What is market share?

- a) The percentage of profits earned by a company in a given market
- b) The percentage of customers who are satisfied with a company's products or services
- c) The percentage of the total market that a company's product or service holds
- d) The percentage of a company's revenue that is reinvested in marketing

#### Answer: c) The percentage of the total market that a company's product or service holds

#### 9. What is a marketing plan?

- a) A document outlining a company's marketing objectives and strategies
- b) A document outlining a company's financial projections
- c) A document outlining a company's production processes
- d) A document outlining a company's organizational structure

Answer: a) A document outlining a company's marketing objectives and strategies

#### 10. What is the difference between a product and a service?

- a) A product is tangible, while a service is intangible
- b) A product is sold to businesses, while a service is sold to consumers
- c) A product is more expensive than a service

d) A product has a shorter life cycle than a service

Answer: a) A product is tangible, while a service is intangible