

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