24 Lecture - MGT211

Important Mcqs

- 1. What are the four elements of the marketing mix?
 - A) Product, price, promotion, and packaging
 - B) Product, price, place, and promotion
 - C) Product, pricing, position, and packaging
 - D) Promotion, placement, product, and profit

Answer: B) Product, price, place, and promotion

- 2. Which element of the marketing mix relates to the activities involved in getting the product to the customer?
 - A) Product
 - B) Price
 - C) Place
 - D) Promotion

Answer: C) Place

- 3. Which element of the marketing mix includes decisions about the features, design, and packaging of the product?
 - A) Product
 - B) Price
 - C) Place
 - D) Promotion

Answer: A) Product

- 4. Which element of the marketing mix involves determining the optimal price for a product or service?
 - A) Product
 - B) Price
 - C) Place
 - D) Promotion

Answer: B) Price

- 5. Which element of the marketing mix refers to the methods used to promote a product or service?
 - A) Product
 - B) Price
 - C) Place
 - D) Promotion

Answer: D) Promotion

- 6. What is the purpose of the marketing mix?
 - A) To identify the target market
 - B) To develop the product
 - C) To set the price
 - D) To create a successful marketing strategy

Answer: D) To create a successful marketing strategy

7. Which of the following is an example of a promotional tactic?

- A) Determining the optimal price for a product
- B) Designing the packaging for a product
- C) Creating an advertising campaign
- D) Deciding on the distribution channels for a product

Answer: C) Creating an advertising campaign

- 8. Which element of the marketing mix relates to the profit margins for a product?
 - A) Product
 - B) Price
 - C) Place
 - D) Promotion

Answer: B) Price

- 9. Which of the following is an example of a product decision?
 - A) Determining the target market
 - B) Setting the price
 - C) Deciding on the product features
 - D) Creating a promotional campaign

Answer: C) Deciding on the product features

- 10. Which element of the marketing mix relates to the distribution channels used to get the product to the customer?
 - A) Product
 - B) Price
 - C) Place
 - D) Promotion

Answer: C) Place