## 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

