

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