

# 28 Lecture - MGT211

## Important Mcqs

1. **Which of the following is NOT a stage in the Product Life Cycle?**

- a) Introduction
- b) Growth
- c) Maturity
- d) Decline
- e) None of the above

**Answer: e) None of the above**

2. **At which stage of the Product Life Cycle is a product likely to experience the highest sales growth?**

- a) Introduction
- b) Growth
- c) Maturity
- d) Decline

**Answer: b) Growth**

3. **Which of the following is an example of a secondary package?**

- a) A cereal box
- b) A can of soda
- c) A bottle of shampoo
- d) A shipping box

**Answer: d) A shipping box**

4. **What is the purpose of branding?**

- a) To create a unique identity for a product or service
- b) To enhance the functionality of a product
- c) To increase the price of a product
- d) To reduce the cost of production

**Answer: a) To create a unique identity for a product or service**

5. **Which of the following is an example of a national brand?**

- a) Tide laundry detergent
- b) Target's Up & Up brand
- c) Great Value brand at Walmart
- d) Kirkland Signature brand at Costco

**Answer: a) Tide laundry detergent**

6. **What is the purpose of labeling a product?**
- a) To provide important information to customers
  - b) To create a unique identity for a product
  - c) To enhance the functionality of a product
  - d) To reduce the cost of production

**Answer: a) To provide important information to customers**

7. **Which of the following is an example of a private label brand?**
- a) Coca-Cola
  - b) Nike
  - c) Kirkland Signature at Costco
  - d) Apple

**Answer: c) Kirkland Signature at Costco**

8. **Which stage of the Product Life Cycle is characterized by intense competition and pressure on pricing?**
- a) Introduction
  - b) Growth
  - c) Maturity
  - d) Decline

**Answer: c) Maturity**

9. **What is the purpose of primary packaging?**
- a) To protect the product during shipping and storage
  - b) To provide important information to customers
  - c) To create a unique identity for a product
  - d) To enhance the functionality of a product

**Answer: d) To enhance the functionality of a product**

10. **Which of the following is an example of a premium brand?**
- a) Great Value brand at Walmart
  - b) Levi's jeans
  - c) Kirkland Signature at Costco
  - d) Target's Up & Up brand

**Answer: b) Levi's jeans**