

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