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