31 Lecture - MGT211

Important Mcqs

- 1. Which of the following is not a type of promotion?
 - a) Advertising
 - b) Public relations
 - c) Direct mail
 - d) Production

Solution: d) Production

- 2. Which type of advertising targets a specific geographic area?
 - a) National advertising
 - b) Global advertising
 - c) Regional advertising
 - d) Local advertising

Solution: d) Local advertising

- 3. What is the goal of a pull promotion strategy?
 - a) To push the product into the market
 - b) To create a strong brand image
 - c) To target a specific demographic
 - d) To encourage consumers to seek out the product

Solution: d) To encourage consumers to seek out the product

- 4. Which of the following is an example of a sales promotion?
 - a) A billboard advertisement
 - b) A press release
 - c) A coupon
 - d) A product launch event

Solution: c) A coupon

- 5. Which type of advertising is used to build long-term brand awareness?
 - a) Direct response advertising
 - b) Retail advertising
 - c) Institutional advertising
 - d) Promotional advertising

Solution: c) Institutional advertising

- 6. What is the primary goal of advertising?
 - a) To educate consumers
 - b) To entertain consumers

- c) To persuade consumers
- d) To confuse consumers

Solution: c) To persuade consumers

- 7. Which of the following is not a social media platform commonly used for advertising?
 - a) Facebook
 - b) LinkedIn
 - c) TikTok
 - d) Netflix

Solution: d) Netflix

- 8. What is the purpose of public relations?
 - a) To advertise products or services
 - b) To create a positive image for a company or brand
 - c) To target a specific audience
 - d) To increase sales

Solution: b) To create a positive image for a company or brand

- 9. Which of the following is not a factor that affects the cost of advertising?
 - a) The size of the advertisement
 - b) The type of media used
 - c) The target audience
 - d) The location of the business

Solution: d) The location of the business

- 10. What is the goal of a push promotion strategy?
 - a) To encourage consumers to seek out the product
 - b) To build long-term brand awareness
 - c) To create a strong brand image
 - d) To push the product into the market

Solution: d) To push the product into the market