

# 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**