

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