34 Lecture - MGT211

Important Mcqs

- 1. Which of the following is an example of a sales promotion?
 - A) Product packaging
 - B) Advertising
 - C) Public relations
 - D) Coupons

Answer: D) Coupons

- 2. Which of the following sales promotion tactics is designed to encourage repeat purchases?
 - A) Coupons
 - B) Rebates
 - C) Loyalty programs
 - D) Contests

Answer: C) Loyalty programs

- 3. A company offers a discount to customers who purchase a certain quantity of their product. This is an example of which type of sales promotion?
 - A) Coupons
 - B) Rebates
 - C) Quantity discounts
 - D) Sampling

Answer: C) Quantity discounts

- 4. Which of the following sales promotion tactics is designed to increase trial of a product?
 - A) Coupons
 - B) Rebates
 - C) Loyalty programs
 - D) Contests

Answer: A) Coupons

- 5. Which of the following is an example of a trade promotion?
 - A) Coupons
 - B) Rebates
 - C) Free samples
 - D) Slotting fees

Answer: D) Slotting fees

- 6. A company offers a free sample of their product to customers. This is an example of which type of sales promotion?
 - A) Coupons
 - B) Rebates
 - C) Quantity discounts
 - D) Sampling

Answer: D) Sampling

7. Which of the following is an example of a push promotion?

- A) Coupons
- B) Rebates
- C) Advertising
- D) Public relations

Answer: C) Advertising

8. Which of the following is an example of a pull promotion?

- A) Coupons
- B) Rebates
- C) Sales force promotions
- D) Public relations

Answer: A) Coupons

9. Which of the following is a disadvantage of sales promotions?

- A) Increased brand awareness
- B) Increased customer loyalty
- C) Reduced profit margins
- D) Increased sales volume

Answer: C) Reduced profit margins

10. Which of the following is an example of a premium promotion?

- A) Coupons
- B) Rebates
- C) Free gifts
- D) Slotting fees

Answer: C) Free gifts