

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