## 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

