# 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

- 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