# 2 Lecture - MGT301

## **Important Mcqs**

- 1. Which of the following is NOT a component of the marketing mix?
  - a) Product
  - b) Price
  - c) Promotion
  - d) Place
  - e) Profit

#### Answer: e) Profit

- 2. Which of the following is NOT a step in the marketing process?
  - a) Market research
  - b) Product development
  - c) Sales promotion
  - d) Segmentation and targeting
  - e) Customer relationship management

#### Answer: c) Sales promotion

- 3. Which of the following is NOT a factor affecting consumer behavior?
  - a) Cultural factors
  - b) Social factors
  - c) Psychological factors
  - d) Economic factors
  - e) Political factors

#### Answer: e) Political factors

- 4. Which of the following is a type of market segmentation?
  - a) Product segmentation
  - b) Price segmentation
  - c) Psychographic segmentation
  - d) Promotion segmentation
  - e) Profit segmentation

#### Answer: c) Psychographic segmentation

- 5. Which of the following is NOT a pricing strategy?
  - a) Cost-plus pricing
  - b) Skimming pricing
  - c) Penetration pricing
  - d) Discount pricing
  - e) Niche pricing

#### Answer: e) Niche pricing

- 6. Which of the following is an example of a push promotional strategy?
  - a) Advertising on social media
  - b) Product placement in a TV show
  - c) Coupons in a newspaper
  - d) Billboards on highways
  - e) Sponsored events

#### Answer: b) Product placement in a TV show

- 7. Which of the following is NOT a type of consumer product?
  - a) Convenience product
  - b) Shopping product
  - c) Specialty product
  - d) Unsought product
  - e) Wholesale product

#### Answer: e) Wholesale product

- 8. Which of the following is NOT a stage in the product life cycle?
  - a) Introduction
  - b) Growth
  - c) Maturity
  - d) Decline
  - e) Renewal

#### Answer: e) Renewal

- 9. Which of the following is NOT a type of market research?
  - a) Exploratory research
  - b) Descriptive research
  - c) Experimental research
  - d) Causal research
  - e) Correlational research

### Answer: e) Correlational research

- 10. Which of the following is NOT a benefit of customer relationship management?
  - a) Increased customer loyalty
  - b) Increased customer retention
  - c) Increased customer satisfaction
  - d) Decreased customer complaints
  - e) Increased price of products

#### Answer: e) Increased price of products