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