

# 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