4 Lecture - MGT301

Important Mcqs

- 1. Which of the following is true about the history of marketing?
 - a) It dates back to ancient times
 - b) It was first practiced in the 19th century
 - c) It only became relevant with the growth of the internet
 - d) It is a recent phenomenon

Answer: a) It dates back to ancient times

- 2. The evolution of marketing has been driven by:
 - a) Technological advancements
 - b) Changing consumer preferences
 - c) Growth of globalization
 - d) All of the above

Answer: d) All of the above

- 3. The earliest form of advertising was:
 - a) Radio advertisements
 - b) Print advertisements
 - c) Billboards
 - d) Word-of-mouth

Answer: d) Word-of-mouth

- 4. The emergence of mass production in the 20th century led to:
 - a) Increased competition
 - b) Reduced consumer choice
 - c) Lower prices
 - d) Increased product differentiation

Answer: c) Lower prices

- 5. Which of the following is true about the marketing concept?
 - a) It emphasizes the importance of customer satisfaction
 - b) It focuses on maximizing profits
 - c) It is only relevant to large businesses
 - d) It ignores the needs and preferences of consumers

Answer: a) It emphasizes the importance of customer satisfaction

- 6. Which of the following is true about the growth of the internet and its impact on marketing?
 - a) It has made traditional marketing techniques obsolete

- b) It has made marketing more expensive
- c) It has made it easier to reach a global audience
- d) It has reduced the importance of brand image

Answer: c) It has made it easier to reach a global audience

7. The marketing mix includes:

- a) Product, price, promotion, place
- b) Product, price, people, process
- c) Product, price, promotion, packaging
- d) Product, price, place, position

Answer: a) Product, price, promotion, place

- 8. The first marketing textbook was written in:
 - a) 1920
 - b) 1950
 - c) 1980
 - d) 2000

Answer: a) 1920

- 9. Which of the following is an example of guerilla marketing?
 - a) Television advertisement
 - b) Social media campaign
 - c) Billboard advertisement
 - d) Flash mob

Answer: d) Flash mob

- 10. The concept of brand equity refers to:
 - a) The value of a brand
 - b) The importance of advertising
 - c) The size of a company's marketing budget
 - d) The number of products sold

Answer: a) The value of a brand