

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