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