

6 Lecture - MGT301

Important Mcqs

1. **What is the first step in the strategic planning process?**

- a) Environmental scanning
- b) Goal setting
- c) Strategy formulation
- d) Resource allocation

Answer: a) Environmental scanning

2. **What is the purpose of a SWOT analysis?**

- a) To identify internal strengths and weaknesses
- b) To identify external opportunities and threats
- c) To develop marketing objectives
- d) All of the above

Answer: d) All of the above

3. **Which of the following is not a part of the marketing mix?**

- a) Product
- b) Price
- c) Place
- d) People

Answer: d) People

4. **What is the purpose of market segmentation?**

- a) To develop a marketing mix that appeals to the entire market
- b) To divide the market into smaller groups with similar needs and characteristics
- c) To create a marketing plan
- d) None of the above

Answer: b) To divide the market into smaller groups with similar needs and characteristics

5. **What is the purpose of a target market?**

- a) To develop a marketing mix that appeals to the entire market
- b) To divide the market into smaller groups with similar needs and characteristics
- c) To identify the group of consumers that the marketing mix will be aimed at
- d) All of the above

Answer: c) To identify the group of consumers that the marketing mix will be aimed at

6. **What is the purpose of a marketing plan?**

- a) To outline the organization's overall goals and objectives
- b) To identify the resources needed to achieve those goals
- c) To develop strategies and tactics to achieve those goals
- d) All of the above

Answer: c) To develop strategies and tactics to achieve those goals

7. **What is the difference between a marketing strategy and a marketing tactic?**

- a) A strategy is a long-term plan, while a tactic is a short-term action

- b) A strategy is a short-term action, while a tactic is a long-term plan
- c) There is no difference
- d) Both involve long-term planning

Answer: a) A strategy is a long-term plan, while a tactic is a short-term action

8. What is the purpose of the marketing mix?

- a) To identify the target market
- b) To develop a pricing strategy
- c) To create a marketing plan
- d) To develop a product, price, place, and promotion strategy

Answer: d) To develop a product, price, place, and promotion strategy

9. What is the purpose of market research?

- a) To identify customer needs and preferences
- b) To determine the size of the market
- c) To identify competitors
- d) All of the above

Answer: d) All of the above

10. What is the purpose of a marketing audit?

- a) To assess the organization's marketing performance
- b) To identify opportunities for improvement
- c) To evaluate the effectiveness of the marketing plan
- d) All of the above

Answer: d) All of the above