

8 Lecture - MGT301

Important Mcqs

1. **What is the first step in the marketing process?**

- A. Product development
- B. Market research
- C. Segmentation
- D. Targeting

Answer: B. Market research

2. **What is market segmentation?**

- A. Identifying potential customers
- B. Dividing the market into groups with similar needs
- C. Developing a marketing mix
- D. Evaluating the success of marketing efforts

Answer: B. Dividing the market into groups with similar needs

3. **What is targeting in the marketing process?**

- A. Identifying potential customers
- B. Dividing the market into groups with similar needs
- C. Developing a marketing mix
- D. Evaluating the success of marketing efforts

Answer: A. Identifying potential customers

4. **What is positioning in the marketing process?**

- A. Identifying potential customers
- B. Dividing the market into groups with similar needs
- C. Developing a marketing mix
- D. Creating a distinct image for a product or service

Answer: D. Creating a distinct image for a product or service

5. **What is the marketing mix?**

- A. Product, price, promotion, and place
- B. Market research, segmentation, targeting, and positioning
- C. Evaluating the success of marketing efforts
- D. Identifying potential customers

Answer: A. Product, price, promotion, and place

6. **What is the difference between a product and a service?**

- A. A product is tangible, while a service is intangible
- B. A product is a physical good, while a service is a non-physical offering
- C. A product is for personal use, while a service is for commercial use
- D. There is no difference between a product and a service

Answer: B. A product is a physical good, while a service is a non-physical offering

7. **What is the purpose of pricing in the marketing process?**

- A. To create a distinct image for a product or service

- B. To identify potential customers
- C. To evaluate the success of marketing efforts
- D. To generate revenue for the company

Answer: D. To generate revenue for the company

8. What is promotion in the marketing process?

- A. Developing a distinct image for a product or service
- B. Identifying potential customers
- C. Communicating the value of a product or service to customers
- D. Evaluating the success of marketing efforts

Answer: C. Communicating the value of a product or service to customers

9. What is distribution in the marketing process?

- A. Identifying potential customers
- B. Evaluating the success of marketing efforts
- C. Delivering a product or service to customers
- D. Creating a distinct image for a product or service

Answer: C. Delivering a product or service to customers

10. What is the purpose of evaluation in the marketing process?

- A. To identify potential customers
- B. To evaluate the success of marketing efforts
- C. To create a distinct image for a product or service
- D. To generate revenue for the company

Answer: B. To evaluate the success of marketing efforts