# 16 Lecture - MGT301

## **Important Mcqs**

#### 1. What is a business market?

A. A market that only sells to consumers
B. A market that only sells to businesses
C. A market that sells to both consumers and businesses
Answer: B

#### 2. What is the primary purpose of a business market?

A. To produce and sell goods and services

B. To purchase goods and services for personal use

C. To purchase goods and services for use in production or resale

Answer: C

#### 3. What is the difference between a business market and a consumer market?

- A. The types of products sold
- B. The types of customers served
- C. The marketing strategies used

#### Answer: B

#### 4. Which of the following is a characteristic of a business market?

- A. Smaller purchase quantities
- B. Shorter decision-making processes
- C. More complex decision-making processes
- Answer: C

#### 5. What is the role of buying centers in business markets?

- A. To sell products to customers
- B. To make purchasing decisions on behalf of the organization
- C. To market products to potential customers

#### Answer: B

#### 6. Which of the following is a type of organizational buying situation?

- A. Routine purchase
- B. Impulse purchase
- C. Emotional purchase
- Answer: A

### 7. Which of the following is an example of a derived demand in a business market?

A. A company purchasing office supplies for its employees

B. A company purchasing a new computer for a manager

C. A company purchasing raw materials to make its own products

Answer: C

8. What is the role of a buying center's gatekeeper?

A. To make the final purchasing decision

B. To control the flow of information to the buying center

C. To negotiate with suppliers on behalf of the buying center Answer: B

#### 9. Which of the following is a factor that can influence organizational buying behavior? A. The buyer's income level

B. The buyer's age and gender

C. The organization's culture and structure

Answer: C

#### 10. What is the significance of supplier selection in business markets?

A. It determines the types of products that will be purchased

B. It determines the suppliers that will be used for future purchases

C. It can have a significant impact on the organization's success and profitability Answer: C