

# 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**