19 Lecture - MGT301

Important Mcqs

- 1. Which of the following is not a part of the marketing mix?
 - a) Product
 - b) Price
 - c) Profit
 - d) Place

Answer: c) Profit

- 2. Which element of the marketing mix refers to the tangible goods or intangible services offered by a business?
 - a) Product
 - b) Price
 - c) Promotion
 - d) Place

Answer: a) Product

- 3. Which element of the marketing mix involves determining the value of a product or service to the customer?
 - a) Product
 - b) Price
 - c) Promotion
 - d) Place

Answer: b) Price

- 4. Which element of the marketing mix involves selecting the channels used to distribute a product or service to the customer?
 - a) Product
 - b) Price
 - c) Promotion
 - d) Place

Answer: d) Place

- 5. Which element of the marketing mix involves communicating with customers to promote a product or service?
 - a) Product
 - b) Price
 - c) Promotion
 - d) Place

Answer: c) Promotion

- 6. Which pricing strategy involves setting a low price to gain market share?
 - a) Skimming pricing
 - b) Penetration pricing
 - c) Premium pricing
 - d) Cost-plus pricing

Answer: b) Penetration pricing

- 7. Which promotion strategy involves using social media influencers to promote a product or service?
 - a) Advertising
 - b) Sales promotion
 - c) Public relations
 - d) Influencer marketing

Answer: d) Influencer marketing

- 8. Which distribution strategy involves using intermediaries to distribute a product or service to the customer?
 - a) Direct distribution
 - b) Indirect distribution
 - c) Online distribution
 - d) Offline distribution

Answer: b) Indirect distribution

- 9. Which product strategy involves adding new features or improving the quality of an existing product or service?
 - a) Product line extension
 - b) Product differentiation
 - c) Product innovation
 - d) Product repositioning

Answer: c) Product innovation

- 10. Which element of the marketing mix involves selecting the right location and store design to attract customers?
 - a) Product
 - b) Price
 - c) Promotion
 - d) Place

Answer: d) Place