

# 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**