# 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