20 Lecture - MGT301

Important Mcqs

- 1. Which of the following is NOT a factor to consider in product design?
 - a) Functionality
 - b) Aesthetics
 - c) Price
 - d) Durability

Answer: c) Price

- 2. Which of the following is an example of a durable product?
 - a) A disposable razor
 - b) A car
 - c) A bottle of shampoo
 - d) A pack of gum

Answer: b) A car

- 3. What is the purpose of branding in product marketing?
 - a) To increase the price of the product
 - b) To differentiate the product from competitors
 - c) To reduce production costs
 - d) To eliminate the need for advertising

Answer: b) To differentiate the product from competitors

- 4. Which of the following is NOT an example of a product feature?
 - a) Color options
 - b) Warranty length
 - c) Product packaging
 - d) Battery life

Answer: c) Product packaging

- 5. Which of the following is a type of product classification?
 - a) Quality
 - b) Size
 - c) Brand
 - d) All of the above

Answer: d) All of the above

- 6. What is the product life cycle?
 - a) The time it takes to design and manufacture a product
 - b) The stages a product goes through from introduction to decline
 - c) The process of promoting a product to customers
 - d) The measurement of customer satisfaction with a product

Answer: b) The stages a product goes through from introduction to decline

- 7. What is the purpose of a product mix?
 - a) To reduce the cost of production

- b) To increase the size of the product line
- c) To eliminate competitors' products
- d) To increase customer loyalty

Answer: b) To increase the size of the product line

8. What is the difference between a product line and a product mix?

- a) A product line refers to a group of similar products, while a product mix refers to the total range of products offered by a business
- b) A product mix refers to a group of similar products, while a product line refers to the total range of products offered by a business
- c) There is no difference between the two terms
- d) Both terms refer to the same thing

Answer: a) A product line refers to a group of similar products, while a product mix refers to the total range of products offered by a business

9. What is a brand extension?

- a) The process of creating a new brand for a product
- b) The process of using an existing brand name for a new product in a different category
- c) The process of discontinuing a brand
- d) The process of reducing the price of a product

Answer: b) The process of using an existing brand name for a new product in a different category

10. What is a benefit of product innovation?

- a) Increased production costs
- b) Reduced customer satisfaction
- c) Competitive advantage
- d) Decreased sales

Answer: c) Competitive advantage