

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