22 Lecture - MGT301

Important Mcqs

- 1. Which of the following is NOT a stage in the product life cycle?
 - a) Pre-launch
 - b) Introduction
 - c) Growth
 - d) Maturity
 - e) Decline

Answer: a) Pre-launch

- 2. During which stage of the product life cycle is demand typically low?
 - a) Introduction
 - b) Growth
 - c) Maturity
 - d) Decline

Answer: a) Introduction

- 3. Which of the following is a characteristic of the maturity stage of the product life cycle?
 - a) High profits
 - b) Low competition
 - c) Low sales growth
 - d) High marketing expenditures

Answer: c) Low sales growth

- 4. What is the primary objective during the growth stage of the product life cycle?
 - a) Maximize profits
 - b) Build brand loyalty
 - c) Increase market share
 - d) Reduce costs

Answer: c) Increase market share

- 5. What is the primary focus during the decline stage of the product life cycle?
 - a) Maintain market share
 - b) Maximize profits
 - c) Build brand loyalty
 - d) Increase marketing expenditures

Answer: b) Maximize profits

6. Which of the following is an example of a product in the decline stage of the product life cycle?

- a) Smartphones
- b) Vinyl records
- c) Electric cars
- d) Organic food

Answer: b) Vinyl records

- 7. During which stage of the product life cycle is the product typically priced highest?
 - a) Introduction
 - b) Growth
 - c) Maturity
 - d) Decline

Answer: a) Introduction

- 8. What is the primary objective during the introduction stage of the product life cycle?
 - a) Maximize profits
 - b) Build brand loyalty
 - c) Increase market share
 - d) Create awareness

Answer: d) Create awareness

- 9. Which of the following is a strategy used during the maturity stage of the product life cycle?
 - a) Aggressive advertising
 - b) Price reductions
 - c) Product differentiation
 - d) Limited distribution

Answer: b) Price reductions

- 10. Which of the following is an example of a product in the growth stage of the product life cycle?
 - a) VCRs
 - b) Typewriters
 - c) Smartwatches
 - d) Cassette tapes

Answer: c) Smartwatches