

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