

25 Lecture - MGT301

Important Mcqs

1. Which pricing approach considers the perceived value of the product to the customer?
- Cost-based pricing
 - Value-based pricing
 - Competition-based pricing
 - Penetration pricing

Answer: b

2. Which pricing approach involves setting prices based on the prices of competitors?
- Cost-based pricing
 - Value-based pricing
 - Competition-based pricing
 - Penetration pricing

Answer: c

3. Which pricing approach involves setting low prices to gain market share?
- Cost-based pricing
 - Value-based pricing
 - Competition-based pricing
 - Penetration pricing

Answer: d

4. Which pricing approach involves setting prices based on the cost of production?
- Cost-based pricing
 - Value-based pricing
 - Competition-based pricing
 - Penetration pricing

Answer: a

5. Which pricing approach is most suitable for luxury products?
- Cost-based pricing
 - Value-based pricing
 - Competition-based pricing
 - Penetration pricing

Answer: b

6. Which pricing approach is most suitable for new products?
- Cost-based pricing
 - Value-based pricing
 - Competition-based pricing
 - Penetration pricing

Answer: d

7. Which pricing approach is most suitable for mature products in a highly competitive market?

- a. Cost-based pricing
- b. Value-based pricing
- c. Competition-based pricing
- d. Penetration pricing

Answer: c

8. **Which pricing approach is based on the principle that prices should be set to cover the costs of production and a reasonable profit margin?**

- a. Cost-based pricing
- b. Value-based pricing
- c. Competition-based pricing
- d. Penetration pricing

Answer: a

9. **Which pricing approach focuses on the benefits that the product provides to the customer?**

- a. Cost-based pricing
- b. Value-based pricing
- c. Competition-based pricing
- d. Penetration pricing

Answer: b

10. **Which pricing approach is most suitable for products that have a high production cost?**

- a. Cost-based pricing
- b. Value-based pricing
- c. Competition-based pricing
- d. Penetration pricing

Answer: a