## 25 Lecture - MGT301

## Important Mcqs

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

Answer: b
2. Which pricing approach involves setting prices based on the prices of competitors?
a. Cost-based pricing
b. Value-based pricing
c. Competition-based pricing
d. Penetration pricing

Answer: c
3. Which pricing approach involves setting low prices to gain market share?
a. Cost-based pricing
b. Value-based pricing
c. Competition-based pricing
d. Penetration pricing

Answer: d
4. Which pricing approach involves setting prices based on the cost of production?
a. Cost-based pricing
b. Value-based pricing
c. Competition-based pricing
d. Penetration pricing

Answer: a
5. Which pricing approach is most suitable for luxury products?
a. Cost-based pricing
b. Value-based pricing
c. Competition-based pricing
d. Penetration pricing

Answer: b
6. Which pricing approach is most suitable for new products?
a. Cost-based pricing
b. Value-based pricing
c. Competition-based pricing
d. 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

