26 Lecture - MGT301

Important Mcqs

- 1. Which of the following is not a price-adjustment strategy?
 - a. Discounts
 - b. Geographic pricing
 - c. Prestige pricing
 - d. Bundling

Answer: c. Prestige pricing

- 2. Which price-adjustment strategy involves charging different prices for different quantities purchased?
 - a. Promotional pricing
 - b. Quantity discounts
 - c. Seasonal discounts
 - d. Cash discounts

Answer: b. Quantity discounts

- 3. What is the objective of a trade discount?
 - a. To encourage prompt payment
 - b. To increase sales volume
 - c. To reward customer loyalty
 - d. To reduce inventory costs

Answer: b. To increase sales volume

- 4. Which price-adjustment strategy is typically used to encourage customers to make larger purchases?
 - a. Cash discounts
 - b. Quantity discounts
 - c. Promotional pricing
 - d. Seasonal discounts

Answer: b. Quantity discounts

- 5. What is the purpose of promotional pricing?
 - a. To encourage customers to buy more products
 - b. To maintain consistent pricing throughout the year
 - c. To create a sense of urgency among customers
 - d. To reward customer loyalty

Answer: c. To create a sense of urgency among customers

6. Which of the following is a type of geographical pricing strategy?

- a. Bundling
- b. FOB origin pricing
- c. Skimming pricing
- d. Yield management pricing

Answer: b. FOB origin pricing

7. What is the purpose of dynamic pricing?

- a. To maintain consistent pricing throughout the year
- b. To increase sales volume
- c. To reduce inventory costs
- d. To maximize revenue

Answer: d. To maximize revenue

8. What is the purpose of a cash discount?

- a. To encourage prompt payment
- b. To increase sales volume
- c. To reward customer loyalty
- d. To reduce inventory costs

Answer: a. To encourage prompt payment

9. Which price-adjustment strategy involves offering discounts to customers who pay with cash rather than credit?

- a. Cash discounts
- b. Quantity discounts
- c. Promotional pricing
- d. Seasonal discounts

Answer: a. Cash discounts

10. Which of the following is a type of promotional pricing strategy?

- a. Skimming pricing
- b. Penetration pricing
- c. Prestige pricing
- d. Bundling

Answer: b. Penetration pricing