## 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

