

# 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**