

31 Lecture - MGT301

Important Mcqs

1. **What is the third P of the marketing mix?**

- a) Product
- b) Promotion
- c) Place
- d) Price

Answer: c) Place

2. **What is the goal of effective place decisions?**

- a) To maximize product quality
- b) To minimize costs
- c) To maximize profits
- d) To increase promotion efforts

Answer: c) To maximize profits

3. **What is product placement?**

- a) The process of selecting a target market
- b) The process of determining product features
- c) The process of deciding on product price
- d) The process of selecting where and how to sell a product

Answer: d) The process of selecting where and how to sell a product

4. **What are distribution channels?**

- a) The physical locations where products are sold
- b) The methods used to transport products to customers
- c) The methods used to promote products
- d) The process of developing product features

Answer: b) The methods used to transport products to customers

5. **What is logistics?**

- a) The process of delivering products to customers
- b) The process of storing and managing inventory
- c) The process of selecting a target market
- d) The process of promoting products to customers

Answer: a) The process of delivering products to customers

6. **What is inventory management?**

- a) The process of managing the production of products
- b) The process of storing and managing inventory
- c) The process of selecting where and how to sell a product
- d) The process of promoting products to customers

Answer: b) The process of storing and managing inventory

7. **What is a distribution center?**

- a) A physical location where products are sold to customers

- b) A location where products are stored and sorted for distribution
- c) The process of promoting products to customers
- d) The process of selecting where and how to sell a product

Answer: b) A location where products are stored and sorted for distribution

8. What is a retailer?

- a) A business that sells products directly to customers
- b) A business that sells products in bulk to other businesses
- c) A business that transports products to customers
- d) A business that produces products for sale

Answer: a) A business that sells products directly to customers

9. What is a wholesaler?

- a) A business that sells products directly to customers
- b) A business that sells products in bulk to other businesses
- c) A business that transports products to customers
- d) A business that produces products for sale

Answer: b) A business that sells products in bulk to other businesses

10. What is online retailing?

- a) The process of selling products through physical stores
- b) The process of selling products through online platforms
- c) The process of promoting products to customers through social media
- d) The process of selecting where and how to sell a product

Answer: b) The process of selling products through online platforms