32 Lecture - MGT301

Important Mcqs

- 1. Which of the following is not a component of promotion?
 - a. Advertising
 - b. Sales promotion
 - c. Distribution
 - d. Public relations

Answer: c. Distribution

- 2. Which promotion technique is the most cost-effective?
 - a. Advertising
 - b. Personal selling
 - c. Public relations
 - d. Sales promotion

Answer: c. Public relations

- 3. What is the goal of advertising?
 - a. To increase brand awareness
 - b. To build customer relationships
 - c. To increase sales
 - d. All of the above

Answer: d. All of the above

- 4. What is a sales promotion?
 - a. A type of advertising
 - b. A type of personal selling
 - c. A short-term incentive to encourage sales
 - d. None of the above

Answer: c. A short-term incentive to encourage sales

- 5. What is personal selling?
 - a. A type of advertising
 - b. A type of public relations
 - c. A one-on-one communication between a salesperson and customer
 - d. None of the above

Answer: c. A one-on-one communication between a salesperson and customer

- 6. What is the goal of public relations?
 - a. To build brand awareness
 - b. To build customer relationships
 - c. To generate positive publicity for a company
 - d. All of the above

Answer: c. To generate positive publicity for a company

- 7. Which promotion technique is most effective for building customer relationships?
 - a. Advertising

- b. Sales promotion
- c. Personal selling
- d. Public relations

Answer: c. Personal selling

- 8. Which of the following is a form of direct marketing?
 - a. Email marketing
 - b. TV advertising
 - c. Billboards
 - d. Magazine ads

Answer: a. Email marketing

- 9. What is the primary goal of a trade show?
 - a. To sell products directly to consumers
 - b. To build relationships with suppliers
 - c. To showcase products to potential customers
 - d. None of the above

Answer: c. To showcase products to potential customers

- 10. Which of the following is an example of a pull strategy in marketing?
 - a. A celebrity endorsement
 - b. A sales promotion
 - c. A trade show
 - d. All of the above

Answer: a. A celebrity endorsement