

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