34 Lecture - MGT301

Important Mcqs

- 1. Which of the following is an example of a sales promotion tactic?
 - A) Print advertisement
 - B) Public relations campaign
 - C) Coupon offer
 - D) Product packaging

Answer: C) Coupon offer

- 2. Which of the following is a type of sales promotion used to encourage repeat purchases?
 - A) Coupons
 - B) Sweepstakes
 - C) Loyalty programs
 - D) Free samples

Answer: C) Loyalty programs

- 3. Which of the following is an example of a trade promotion?
 - A) A coupon offered to consumers
 - B) A product demonstration at a trade show
 - C) A sweepstakes contest
 - D) A product placement in a TV show

Answer: B) A product demonstration at a trade show

- 4. Which of the following is a sales promotion tactic that involves offering a lower price for a product or service for a limited time?
 - A) Rebate
 - B) Free sample
 - C) Premium
 - D) Price discount

Answer: D) Price discount

- 5. Which of the following is an example of a point-of-purchase display?
 - A) A coupon in a magazine
 - B) A billboard advertisement
 - C) A product display in a store
 - D) A promotional event at a park

Answer: C) A product display in a store

6. Which of the following is a sales promotion tactic that involves offering a free item with the purchase of a product or service?

- A) Coupon
- B) Premium
- C) Rebate
- D) Trade-in

Answer: B) Premium

- 7. Which of the following is a type of sales promotion that involves offering a reward to customers for recommending a product or service to others?
 - A) Referral program
 - B) Trade promotion
 - C) Point-of-purchase display
 - D) Sales contest

Answer: A) Referral program

- 8. Which of the following is an example of a premium?
 - A) A discount on a product
 - B) A free gift with a purchase
 - C) A cash-back offer
 - D) A trial offer

Answer: B) A free gift with a purchase

- 9. Which of the following is a sales promotion tactic that involves offering a cash refund to customers who purchase a product or service?
 - A) Rebate
 - B) Sweepstakes
 - C) Referral program
 - D) Trade show

Answer: A) Rebate

- 10. Which of the following is a type of trade promotion?
 - A) Coupons
 - B) Samples
 - C) Point-of-purchase displays
 - D) Co-operative advertising

Answer: D) Co-operative advertising