## 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

