

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