## 37 Lecture - MGT301

## **Important Mcqs**

- 1. What is the main goal of direct marketing? a. Building brand awareness b. Generating leads and sales c. Improving customer service d. Enhancing employee morale Answer: b
- 2. Which of the following is not a direct marketing channel? a. Email marketing b. Social media advertising c. TV commercials d. Direct mail Answer: c
- 3. Which of the following is an example of a direct marketing metric? a. Website traffic b. Social media followers c. Click-through rate d. Customer satisfaction score Answer: c
- 4. What is the main advantage of direct mail marketing? a. Cost-effectiveness b. High response rates c. Wide reach d. Quick and easy implementation Answer: b
- 5. Which of the following is an example of permission-based marketing? a. Cold calling b. Email spamming c. Direct mail advertising d. Opt-in email marketing Answer: d
- 6. Which of the following is not a type of direct marketing offer? a. Discount offer b. Free trial offer c. Premium offer d. Broadcast offer Answer: d
- 7. What is the purpose of A/B testing in direct marketing? a. To track website traffic b. To test different marketing messages c. To improve customer service d. To measure customer satisfaction Answer: b
- 8. Which of the following is an example of a call-to-action in direct marketing? a. Company logo b. Contact information c. Product description d. Buy now button Answer: d
- 9. What is the main advantage of email marketing? a. High cost-effectiveness b. Wide reach c. Tangible results d. Quick implementation Answer: a
- 10. Which of the following is a common challenge in direct marketing? a. Low response rates b. High cost c. Limited reach d. Inability to track results Answer: a