

# 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**