39 Lecture - MGT301

Important Mcqs

- 1. Which of the following is not a component of the 4th P (Promotion) of the marketing mix?
 - a) Advertising
 - b) Price
 - c) Sales promotion
 - d) Personal selling

Answer: b) Price

- 2. What is the ultimate goal of promotion?
 - a) Increase brand awareness
 - b) Decrease brand awareness
 - c) Decrease sales
 - d) None of the above

Answer: a) Increase brand awareness

- 3. Which promotion tool involves face-to-face communication between the seller and potential customer?
 - a) Advertising
 - b) Sales promotion
 - c) Personal selling
 - d) Public relations

Answer: c) Personal selling

- 4. Which promotion tool is typically used to drive short-term sales?
 - a) Advertising
 - b) Sales promotion
 - c) Personal selling
 - d) Direct marketing

Answer: b) Sales promotion

- 5. Which promotion tool involves the use of mass media to promote a product or service?
 - a) Advertising
 - b) Sales promotion
 - c) Personal selling
 - d) Public relations

Answer: a) Advertising

- 6. Which promotion tool is used to build long-term relationships with customers?
 - a) Advertising
 - b) Sales promotion
 - c) Personal selling
 - d) Public relations

Answer: d) Public relations

- 7. Which promotion tool involves sending promotional messages directly to individual consumers?
 - a) Advertising
 - b) Sales promotion
 - c) Personal selling
 - d) Direct marketing

Answer: d) Direct marketing

- 8. Which promotion tool is best suited for products that require a lot of explanation or demonstration?
 - a) Advertising
 - b) Sales promotion
 - c) Personal selling
 - d) Public relations

Answer: c) Personal selling

- 9. Which promotion tool is often used to promote new products?
 - a) Advertising
 - b) Sales promotion
 - c) Personal selling
 - d) Direct marketing

Answer: a) Advertising

- 10. Which promotion tool is typically the most expensive?
 - a) Advertising
 - b) Sales promotion
 - c) Personal selling
 - d) Public relations

Answer: c) Personal selling