

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