

43 Lecture - MGT301

Important Mcqs

1. **Which of the following is NOT a factor that shapes the relationship between marketing and society?**
- Social responsibility
 - Consumer behavior
 - Political environment
 - Technological advancements

Answer: b. Consumer behavior

2. **In which stage of the product life cycle does the focus of marketing shift from creating demand to maintaining and extending the product's life?**
- Introduction
 - Growth
 - Maturity
 - Decline

Answer: c. Maturity

3. **Which of the following is NOT a criticism of marketing's impact on society?**
- Encouraging materialism
 - Creating cultural homogenization
 - Violating consumers' privacy
 - Providing jobs and contributing to economic growth

Answer: d. Providing jobs and contributing to economic growth

4. **Which of the following is NOT a social factor that affects consumer behavior?**
- Culture
 - Reference groups
 - Attitudes
 - Physical environment

Answer: d. Physical environment

5. **Which of the following is an example of societal marketing orientation?**
- A company focuses solely on maximizing profits
 - A company designs products that are environmentally friendly
 - A company invests heavily in advertising to increase sales
 - A company uses pushy sales tactics to convince consumers to buy their products

Answer: b. A company designs products that are environmentally friendly

6. **Which of the following is NOT an ethical issue that marketers may face?**

- a. Deceptive advertising
- b. Price gouging
- c. Exploiting vulnerable consumers
- d. Meeting customer needs and wants

Answer: d. Meeting customer needs and wants

7. **Which of the following is a criticism of marketing research?**

- a. It is too expensive for small businesses to conduct
- b. It can be biased or inaccurate
- c. It provides too much information for companies to process
- d. It is only useful for predicting short-term trends

Answer: b. It can be biased or inaccurate

8. **Which of the following is an example of cause-related marketing?**

- a. A company donates a portion of its profits to a charity
- b. A company offers a discount to customers who bring in a used product to recycle
- c. A company hires employees from diverse backgrounds
- d. A company promotes its products as environmentally friendly

Answer: a. A company donates a portion of its profits to a charity

9. **Which of the following is NOT an element of the marketing mix?**

- a. Product
- b. Price
- c. Place
- d. Positioning

Answer: d. Positioning

10. **Which of the following is a benefit of social media marketing?**

- a. It is expensive to implement
- b. It is difficult to track and measure results
- c. It allows for two-way communication with customers
- d. It is primarily used by older generations

Answer: c. It allows for two-way communication with customers