43 Lecture - MGT301

Important Mcqs

- 1. Which of the following is NOT a factor that shapes the relationship between marketing and society?
 - a. Social responsibility
 - b. Consumer behavior
 - c. Political environment
 - d. 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?
 - a. Introduction
 - b. Growth
 - c. Maturity
 - d. Decline

Answer: c. Maturity

3. Which of the following is NOT a criticism of marketing's impact on society?

- a. Encouraging materialism
- b. Creating cultural homogenization
- c. Violating consumers' privacy
- d. 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?
 - a. Culture
 - b. Reference groups
 - c. Attitudes
 - d. Physical environment

Answer: d. Physical environment

- 5. Which of the following is an example of societal marketing orientation?
 - a. A company focuses solely on maximizing profits
 - b. A company designs products that are environmentally friendly
 - c. A company invests heavily in advertising to increase sales
 - d. 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