# 44 Lecture - MGT301

# **Important Mcqs**

- 1. Which of the following is NOT a part of the marketing mix?
  - A) Promotion
  - B) Price
  - C) People
  - D) Product
  - E) Planning

### Answer: E) Planning

- 2. Which of the following is a type of market segmentation?
  - A) Psychographic
  - B) Psychokinetic
  - C) Psychosomatic
  - D) Psychomotor
  - E) Psychoanalytic

### Answer: A) Psychographic

- 3. What is the process of creating a unique image and name for a product in the consumer's mind called?
  - A) Promotion
  - B) Branding
  - C) Advertising
  - D) Sales Promotion
  - E) Public Relations

#### Answer: B) Branding

- 4. What type of pricing strategy involves charging a lower price for the initial purchase of a product with the hope of charging higher prices for additional features or services later?
  - A) Skimming pricing
  - B) Penetration pricing
  - C) Economy pricing
  - D) Psychological pricing
  - E) Price discrimination

#### Answer: A) Skimming pricing

- 5. What is the process of gathering and analyzing information about a market, including potential customers and competitors, called?
  - A) Market research
  - B) Market analysis

- C) Marketing segmentation
- D) Marketing mix
- E) Marketing strategy

### Answer: A) Market research

- 6. Which of the following is a type of advertising that aims to influence consumers to take a specific action, such as visiting a website or purchasing a product?
  - A) Brand advertising
  - B) Product advertising
  - C) Corporate advertising
  - D) Direct-response advertising
  - E) Public service advertising

## Answer: D) Direct-response advertising

- 7. Which of the following is a type of sales promotion that offers a product for free or at a reduced price as an incentive for making a purchase?
  - A) Coupons
  - B) Rebates
  - C) Samples
  - D) Contests
  - E) Sweepstakes

#### Answer: C) Samples

- 8. What is the process of managing an organization's interactions with stakeholders, including customers, employees, and the public, called?
  - A) Sales management
  - B) Public relations
  - C) Brand management
  - D) Relationship management
  - E) Marketing management

#### Answer: B) Public relations

- 9. Which of the following is a type of e-marketing that involves creating and sharing online content, such as videos, blogs, and social media posts, to attract and engage with a target audience?
  - A) Email marketing
  - B) Search engine optimization
  - C) Content marketing
  - D) Social media marketing
  - E) Mobile marketing

#### Answer: C) Content marketing

- 10. Which of the following is a type of marketing that involves creating a long-term relationship with customers by providing personalized communication, products, and services based on their needs and preferences?
  - A) Relationship marketing

- B) Direct marketing
  C) Database marketing
  D) Guerrilla marketing
  E) Viral marketing

Answer: A) Relationship marketing