

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