

# 45 Lecture - MGT301

## Important Mcqs

1. **What is the marketing mix and what are its components?**

- A) Product, price, place, promotion
- B) Product, price, promotion, people
- C) Product, promotion, place, process
- D) Price, place, promotion, people

**Answer: A**

2. **What is the difference between primary and secondary research?**

- A) Primary research is conducted by others and secondary research is conducted by the company
- B) Primary research is more expensive than secondary research
- C) Primary research is conducted first, while secondary research is conducted after
- D) Primary research is new research conducted for a specific purpose, while secondary research involves analyzing existing data

**Answer: D**

3. **Which of the following is NOT an example of a marketing objective?**

- A) Increase sales by 10% in the next quarter
- B) Expand into three new markets within the next year
- C) Improve customer satisfaction ratings by 20%
- D) Hire 10 new employees for the marketing department

**Answer: D**

4. **What is market segmentation?**

- A) The process of dividing a large market into smaller groups with similar needs or characteristics
- B) The process of targeting every customer in a market with the same marketing message
- C) The process of determining the total size of a market
- D) The process of determining the price point for a product based on market demand

**Answer: A**

5. **What is the difference between a product and a brand?**

- A) A product is a physical item, while a brand is an intangible concept
- B) A product is a tangible item, while a brand is a specific version of that product
- C) A brand is a product with a unique name, logo, and image
- D) A product is the physical item being sold, while a brand is the emotional and psychological associations that customers have with that product

**Answer: D**

**6. What is a SWOT analysis?**

- A) An analysis of the company's strengths, weaknesses, opportunities, and threats
- B) An analysis of the market's strengths, weaknesses, opportunities, and threats
- C) An analysis of the company's sales, weaknesses, opportunities, and threats
- D) An analysis of the company's stakeholders, weaknesses, opportunities, and threats

**Answer: A**

**7. What is the marketing concept?**

- A) The idea that businesses should focus on maximizing profits at any cost
- B) The idea that businesses should focus on creating and selling products that customers want and need
- C) The idea that businesses should focus on minimizing costs to increase profits
- D) The idea that businesses should focus on producing the highest quality products, regardless of customer demand

**Answer: B**

**8. What is a call to action?**

- A) A message that encourages customers to visit a store
- B) A message that encourages customers to take a specific action, such as making a purchase or filling out a form
- C) A message that encourages customers to spread the word about a product or service
- D) A message that encourages customers to provide feedback on a product or service

**Answer: B**

**9. What is a value proposition?**

- A) A statement that communicates the unique benefits of a product or service to customers
- B) A statement that communicates the price of a product or service to customers
- C) A statement that communicates the company's values and mission to customers
- D) A statement that communicates the company's financial goals to customers

**Answer: A**

**10. What is the difference between a marketing strategy and a marketing tactic?**

- A) A strategy is a long-term plan for achieving marketing objectives