

RIZ MUGHAL

QUIZ MASTER

Grand Quiz(MGT301)

100% correct solution.

For more information you can visit my channel and for any type of help related to CS619 you can contact me.



YOUTUBE CHANNEL:

<https://www.youtube.com/channel/UCINsFwDiB62SValCcPDZbRQ/playlists>

FACEBOOK GROUP:

<https://www.facebook.com/groups/923887914750307>

Question # 1 of 30 (Start time: 09:58:18 AM, 03 January 2021)

Total Marks: 1

After carefully questioning your major suppliers and resellers, you ascertain they do not form important sources of intelligence information for marketing decision making.

Select the correct option

<input type="radio"/>	True	//
<input checked="" type="radio"/>	False	//

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Question # 2 of 30 (Start time: 09:58:40 AM, 03 January 2021)

No single competitive marketing strategy is best for all companies.

Select the correct option



True



False

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Question # 3 of 30 (Start time: 09:58:53 AM, 03 January 2021)

Total Marks: 1

The consumer's purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and purchase decision. The first factor is need recognition.

Select the correct option

<input type="radio"/>	True	//
<input checked="" type="radio"/>	False	//

RIZ MUGHAL

Question # 4 of 30 (Start time: 09:59:11 AM, 03 January 2021)

Total Ma

The elements of the marketing mix commonly known as the "four Ps" include: product, price, place, and promotion.

Select the correct option

<input checked="" type="radio"/>	True
<input type="radio"/>	False

RIZ MUGHAL

Question # 5 of 30 (Start time: 09:59:28 AM, 03 January 2021)

The collection of businesses and products that make up a company is called its marketing strategy.

Select the correct option

<input type="radio"/>	True
<input checked="" type="radio"/>	False

RIZ MUGHAL

Question # 6 of 30 (Start time: 09:59:45 AM, 03 January 2021)

Total Mark

Marketing mix is the set of uncontrollable, marketing tools that the firm can use to influence the demand for its product.

Select the correct option

<input type="radio"/>	True
<input checked="" type="radio"/>	False

RIZ MUGHAL

Question # 7 of 30 (Start time: 10:00:00 AM, 03 January 2021)

Total I

ABC Fortunes has just developed a formal statement of its purpose. This firm has put together a mission statement.

Select the correct option

<input checked="" type="checkbox"/>	True
<input type="checkbox"/>	False

RIZ MUGHAL

Question # 8 of 30 (Start time: 10:00:19 AM, 03 January 2021)

To

At Air Online, "we create customer connectivity, anytime, anywhere," is a product-oriented business definition.

Select the correct option

<input type="radio"/>	True
<input checked="" type="radio"/>	False

RIZ MUGHAL

Question # 9 of 30 (Start time: 10:00:34 AM, 03 January 2021)

Total Marks

Delivering superior customer value and customer satisfaction are the two keys to building lasting customer relationships

Select the correct option

<input checked="" type="radio"/>	True
<input type="radio"/>	False

RIZ MUGHAL

Question # 10 of 30 (Start time: 10:00:49 AM, 03 January 2021)

The buying center is a fixed and formally identified unit within the buying organization.

Select the correct option

<input type="radio"/>	True
<input checked="" type="radio"/>	False

RIZ MUGHAL

Question # 11 of 30 (Start time: 10:01:05 AM, 03 January 2021)

"At Nike, we sell shoes" is a market-oriented business definition.

Select the correct option

<input type="radio"/>	True
<input checked="" type="radio"/>	False

RIZ MUGHAL

Question # 12 of 30 (Start time: 10:01:18 AM, 03 January 2021)

Total Mark

Guided by marketing strategy, the company designs a marketing mix made up of factors under its control—product, price, place, and promotion.

Select the correct option

<input checked="" type="radio"/>	True
<input type="radio"/>	False

RIZ MUGHAL

Question # 13 of 30 (Start time: 10:01:37 AM, 03 January 2021)

Influencers often help define specifications and also provide information for evaluating alternatives.

Select the correct option



True



False

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Question # 14 of 30 (Start time: 10:01:52 AM, 03 January 2021)

To

In the Boston Consulting Group approach, relative market share provides a measure of market attractiveness.

Select the correct option

<input type="radio"/>	True
<input checked="" type="checkbox"/>	False

RIZ MUGHAL

Question # 15 of 30 (Start time: 10:02:08 AM, 03 January 2021)

Marketing offers are limited to physical products.

Select the correct option

<input type="radio"/>	True
<input checked="" type="checkbox"/>	False

RIZ MUGHAL

Question # 16 of 30 (Start time: 10:02:20 AM, 03 January 2021)

Total Marks

Marketing researchers can conduct their own searches of secondary data sources today by using commercial secondary data sources.

Select the correct option

<input checked="" type="radio"/>	True
<input type="radio"/>	False

RIZ MUGHAL

Question # 17 of 30 (Start time: 10:02:39 AM, 03 January 2021)

Total Marks:

Business buyers are subject primarily to economic influences when they make their buying decisions. Emotional or personal factors rarely are involved.

Select the correct option

<input type="radio"/>	True	//
<input checked="" type="radio"/>	False	//

RIZ MUGHAL

Question # 18 of 30 (Start time: 10:02:54 AM, 03 January 2021)

Total Marks: 1

Sarwar Incorporation wants to use the latest technology in marketing research. You are told this method is online (Internet) marketing research.

Select the correct option

True

False

RIZ MUGHAL

Question # 19 of 30 (Start time: 10:03:16 AM, 03 January 2021)

All business buying decisions follow all steps of the business buying process.

Select the correct option

<input type="radio"/>	True
<input checked="" type="radio"/>	False

RIZ MUGHAL

Question # 20 of 30 (Start time: 10:03:32 AM, 03 January 2021)

T

Strategic market planning is the task of selecting an overall company strategy for long-run survival and growth.

Select the correct option

<input checked="" type="radio"/>	True
<input type="radio"/>	False

RIZ MUGHAL

Question # 21 of 30 (Start time: 10:03:53 AM, 03 January 2021)

In a straight rebuy, the buyer wants to alter product specifications, prices, terms, or suppliers.

Select the correct option

<input type="radio"/>	True
<input checked="" type="radio"/>	False

RIZ MUGHAL

Question # 22 of 30 (Start time: 10:04:10 AM, 03 January 2021)

Total Marks: 1

The reason the demographic environment is of major interest to marketers is because it involves people, and people make up markets.

Select the correct option

<input checked="" type="radio"/>	True
<input type="radio"/>	False

RIZ MUGHAL

Question # 23 of 30 (Start time: 10:04:24 AM, 03 January 2021)

Total Marks:

Your firm faces determined marketing intelligence efforts by competitors. You take the typical response by "letting it ride."

Select the correct option

<input type="radio"/>	True
<input checked="" type="radio"/>	False

RIZ MUGHAL

Question # 24 of 30 (Start time: 10:04:38 AM, 03 January 2021)

An exchange is the core concept of marketing, whereas a transaction is marketing's unit of measurement.

Select the correct option

<input checked="" type="radio"/>	True
<input type="radio"/>	False

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Question # 25 of 30 (Start time: 10:04:54 AM, 03 January 2021)

The first step in strategic planning is to define the company mission.

Select the correct option

<input checked="" type="radio"/>	True
<input type="radio"/>	False

RIZ MUGHAL

Question # 26 of 30 (Start time: 10:05:10 AM, 03 January 2021)

Total Mark:

Although consumers in different countries have different values, attitudes, and behaviors, the products they buy are very similar to each other.

Select the correct option

<input type="radio"/>	True
<input checked="" type="radio"/>	False

RIZ MUGHAL

Question # 27 of 30 (Start time: 10:05:24 AM, 03 January 2021)

Total Marks: 1

The newer the buying task, and the more complex and costly the item, the lesser the amount of time the buyer will spend searching for suppliers.

Select the correct option

<input type="radio"/>	True
<input checked="" type="radio"/>	False

RIZ MUGHAL

Question # 28 of 30 (Start time: 10:05:39 AM, 03 January 2021)

Total Marks: 1

During proposal solicitation, the buying center often will draw up a list of desired supplier attributes and their relative importance.

Select the correct option

<input type="radio"/>	True
<input checked="" type="radio"/>	False

RIZ MUGHAL

Question # 29 of 30 (Start time: 10:05:52 AM, 03 January 2021)

Total Mark

Marketing research firms, advertising agencies, media firms, and marketing consulting firms are referred to as marketing services agencies.

Select the correct option

<input checked="" type="radio"/>	True
<input type="radio"/>	False

RIZ MUGHAL

Question # 30 of 30 (Start time: 10:06:08 AM, 03 January 2021)

Total Marks:

Social classes are society's relatively permanent and ordered divisions whose members share similar values, interests, and behaviors.

Select the correct option

<input checked="" type="radio"/>	True	//
<input type="radio"/>	False	//

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