

**RIZ MUGHAL**

# QUIZ MASTER

MGT301(1 TO 9)

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>

Question # 1 of 10 ( Start time: 07:27:27 PM, 25 November 2020 )

Product, price, place, and promotion make up the elements of a firm's marketing mix.

Select the correct option

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

Riz Mughal

Question # 2 of 10 ( Start time: 07:27:52 PM, 25 November 2020 )

Selling is managing profitable customer relationships.

Select the correct option

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

Riz Mughal R

Question # 3 of 10 ( Start time: 07:28:10 PM, 25 November 2020 )

Human needs are shaped by culture and individual personality.

Select the correct option

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

Riz Mughal



Question # 4 of 10 ( Start time: 07:28:27 PM, 25 November 2020 )

Total Marks

The twofold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction.

Select the correct option

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

Riz Mughal

MGT301:Quiz No.1

Question # 5 of 10 ( Start time: 07:28:44 PM, 25 November 2020 )

When backed by buying power, needs become demands.

Select the correct option



True



False

Riz Mughal

Question # 6 of 10 ( Start time: 07:29:02 PM, 25 November 2020 )

Total Mark

At times it becomes necessary to reduce demand for some products and services. When the government tries to reduce smoking of tobacco products, it adds more tax to the products and is practicing demarketing.

Select the correct option

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

Riz Mughal

Question # 7 of 10 ( Start time: 07:29:24 PM, 25 November 2020 )

Demarketing is a marketing philosophy focused upon product differentiation and positioning.

Select the correct option

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

Riz Mughal



Question # 8 of 10 ( Start time: 07:29:41 PM, 25 November 2020 )

Marketers of products, services, and ideas only practice marketing, whereas buyers do not.

Select the correct option

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

Riz Mughal

Question # 9 of 10 ( **Start time: 07:30:01 PM, 25 November 2020** )

Marketing offers are limited to physical products.

Select the correct option

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

Riz Mughal

Question # 10 of 10 ( Start time: 07:30:20 PM, 25 November 2020 )

Total Me

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

2<sup>nd</sup> account

Question # 1 of 10 ( Start time: 07:39:43 PM, 25 November 2020 )

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

Select the correct option

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

Riz Mughal



Question # 2 of 10 ( Start time: 07:40:13 PM, 25 November 2020 )

Customer-perceived value depends on the product's perceived performance relative to a buyer's expectations.

Select the correct option

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

Riz Mughal

Question # 3 of 10 ( Start time: 07:40:31 PM, 25 November 2020 )

Total

Marketing management is interested in serving all customers in every way to remain competitive in today's markets.

Select the correct option

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

Riz Mughal

Question # 4 of 10 ( Start time: 07:40:46 PM, 25 November 2020 )

The difference between human needs and wants is that needs are states of felt deprivation.

Select the correct option

True

False

Riz Mughal

Question # 5 of 10 ( Start time: 07:41:08 PM, 25 November 2020 )

Human needs are shaped by culture and individual personality.

Select the correct option

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

Riz Mughal



MGT301:Quiz No.1

Question # 6 of 10 ( Start time: 07:41:22 PM, 25 November 2020 )

When backed by buying power, needs become demands.

Select the correct option

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

Riz Mughal

Question # 7 of 10 ( Start time: 07:41:36 PM, 25 November 2020 )

Total Ma

The selling concept holds that consumers will not buy enough of the firm's products unless it undertakes a large-scale selling and promotion effort.

Select the correct option

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

Riz Mughal

Question # 8 of 10 ( Start time: 07:41:57 PM, 25 November 2020 )

Total M

Customer value is defined as the customer's evaluation of the perceived difference between all the benefits and all the costs of a marketing offer relative to those of competing offers.

Select the correct option

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

Riz Mughal

Question # 9 of 10 ( Start time: 07:42:19 PM, 25 November 2020 )

Total Marks: 1

At times it becomes necessary to reduce demand for some products and services. When the government tries to reduce smoking of tobacco products, it adds more tax to the products and is practicing demarketing.

Select the correct option

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

Riz Mughal

Click to Save Answer & Move to Next Question



Question # 10 of 10 ( Start time: 07:42:46 PM, 25 November 2020 )

Total Mark

The societal marketing concept calls on marketers to balance consumer wants and desires, company profits, and society's interest.

Select the correct option

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

Riz Mughal

3<sup>rd</sup> account

Question # 1 of 10 ( Start time: 07:51:26 PM, 25 November 2020 )

To

When sellers focus on existing needs and lose sight of underlying customer wants, they suffer from marketing myopia.

Select the correct option

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

Riz Mughal

Question # 2 of 10 ( Start time: 07:51:47 PM, 25 November 2020 )

Total Marks

The selling concept holds that consumers will not buy enough of the firm's products unless it undertakes a large-scale selling and promotion effort.

Select the correct option

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

Riz Mughal

Question # 3 of 10 ( Start time: 07:52:04 PM, 25 November 2020 )

Total Marks: 1

The twofold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction.

Select the correct option

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

Riz Mughal



Question # 4 of 10 ( Start time: 07:52:30 PM, 25 November 2020 )

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

Select the correct option

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

Riz Mughal

Question # 5 of 10 ( Start time: 07:52:53 PM, 25 November 2020 )

To

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 # 6 of 10 ( Start time: 07:53:16 PM, 25 November 2020 )

Product, price, place, and promotion make up the elements of a firm's marketing mix.

Select the correct option

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

Riz Mughal

Question # 7 of 10 ( Start time: 07:53:32 PM, 25 November 2020 )

Demarketing is a marketing philosophy focused upon product differentiation and positioning.

Select the correct option

True

False

Riz Mughal



Question # 8 of 10 ( Start time: 07:53:50 PM, 25 November 2020 )

Marketing management is interested in serving all customers in every way to remain competitive in today's markets

Select the correct option

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

Riz Mughal

Question # 9 of 10 ( Start time: 07:54:36 PM, 25 November 2020 )

The difference between human needs and wants is that needs are states of felt deprivation.

Select the correct option

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

Riz Mughal

Question # 10 of 10 ( Start time: 07:54:52 PM, 25 November 2020 )

Total Mar

Smart marketers look beyond the attributes of the products and services they sell. They create brand experiences for consumers.

Select the correct option

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

Riz Mughal