

MGT301 Quiz

Solved by Rizwan Qadeer (Riz Mughal)

BSCS Completed

SQA Engineer

I can solve any quiz of any book from any Department

With 100% result

Guarantee marks

Youtube link:

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

MGT301:Quiz No.2 Qui

Question # 1 of 10 (**Start time: 10:43:08 AM, 19 August 2020**)

Slice of life, lifestyle, and personality symbol are all parts of public relations.

Select the correct option

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

Riz Mughal

Question # 2 of 10 (Start time: 10:43:30 AM, 19 August 2020)

Total Marks: 1

An increasing number of retailers and wholesalers have created their own brands—such as Hyper Star offering variety of food products. This is called co-branding.

Select the correct option

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

Riz Mughal

R

Question # 3 of 10 (Start time: 10:43:50 AM, 19 August 2020)

Total Marks: 1

Today, most companies have moved away from mass marketing and are being choosier about the customers with whom they wish to build relationships.

Select the correct option

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

Riz Mughal

R

Question # 4 of 10 (Start time: 10:44:08 AM, 19 August 2020)

Total Marks: 1

Customer retention is perhaps the best measure of quality—a service firm's ability to hang on to its customers depends on how consistently it delivers value to them.

Select the correct option

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

Riz Mughal

R

Question # 5 of 10 (Start time: 10:44:27 AM, 19 August 2020)

Total Marks: 1

When a company introduces a new brand name in the same product category, it is called line extension.

Select the correct option

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

Riz Mughal


R

Question # 6 of 10 (Start time: 10:44:45 AM, 19 August 2020)

Total Marks: 1

In international product and service marketing, it is important to know what different colors mean to different countries.

Select the correct option

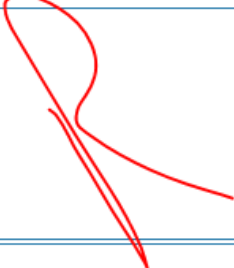
<input checked="" type="radio"/>	True	<i>Riz Mughal</i>	
<input type="radio"/>	False		

Question # 7 of 10 (Start time: 10:45:04 AM, 19 August 2020)

Total Marks: 1

Programs that include public health campaigns to reduce smoking, alcoholism, drug abuse, and overeating are examples of the social idea known as social marketing.

Select the correct option

<input checked="" type="radio"/>	True	<i>Riz Mughal</i>	
<input type="radio"/>	False		

Question # 8 of 10 (Start time: 10:45:24 AM, 19 August 2020)

Total Marks

Percentage-of-sales method wrongly views sales as the cause of promotion rather than the result.

Select the correct option

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

Riz Mughal

Question # 9 of 10 (Start time: 10:45:46 AM, 19 August 2020)

Total Marks

In industrial markets, salespeople outrank top management in determining the sales price of products.

Select the correct option

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

Riz Mughal

Question # 10 of 10 (Start time: 10:46:07 AM, 19 August 2020)

Total M

POP promotions include displays and demonstrations that take place at the point of purchase or sale.

Select the correct option

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

Riz Mughal

R

2nd account

MGT301: Quiz No.2

Question # 1 of 10 (Start time: 10:47:19 AM, 19 August 2020)

Overhead cost is another term for variable cost.

Select the correct option

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

Riz Mughal

R

nal

Question # 2 of 10 (Start time: 10:47:37 AM, 19 August 2020)

Total Marks: 1

If Canon Camera Company follows a high-price, high-margin strategy, it may attract competition from Nikon, Minolta, and Pentax.

Select the correct option

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

Riz Mughal

R

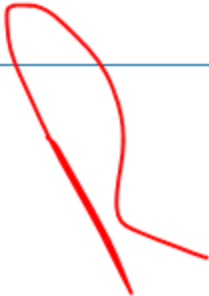
Question # 3 of 10 (Start time: 10:48:09 AM, 19 August 2020)

The three characteristics for advertising appeals are: meaningful, believable, and distinctive.

Select the correct option

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

Riz Mughal



Question # 4 of 10 (Start time: 10:48:27 AM, 19 August 2020)

Total Marks: 1

Because there is such variation among the economies of countries around the world, it is not practical to segment international markets on the basis of economic factors.

Select the correct option

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

Question # 5 of 10 (Start time: 10:48:48 AM, 19 August 2020)

Total Marks: 1

Many marketers believe that behavior variables are the best starting point for building market segments.

Select the correct option

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

Question # 6 of 10 (Start time: 10:49:09 AM, 19 August 2020)

Product costs set a floor to the price; consumer perceptions of the product's value set the ceiling.

Select the correct option

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

Riz Mughal

R


Question # 7 of 10 (Start time: 10:49:27 AM, 19 August 2020)

In industrial markets, salespeople outrank top management in determining the sales price of products.

Select the correct option

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

Riz Mughal



Question # 8 of 10 (Start time: 10:49:50 AM, 19 August 2020)


Total Marks

At a recent marketing seminar, the featured speaker stated that a target market consists of a set of buyers who share common needs or characteristics that the company decides to serve. You believe this is a correct definition.

Select the correct option

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

Riz Mughal




Question # 9 of 10 (Start time: 10:50:08 AM, 19 August 2020)

Total Marks:

Shopping products are less frequently purchased consumer products and services that customers compare carefully on suitability, quality, price, and style.

Select the correct option


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

Question # 10 of 10 (Start time: 10:50:37 AM, 19 August 2020)

Total Marks:

Dove marketers can go beyond the brand's cleansing cream attributes and talk about the resulting benefit of softer skin. This is known as product attributes in brand positioning.

Select the correct option

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

3rd account

MGT301:Quiz No.2

Quiz Start Time: 10:53 AM

Question # 1 of 10 (Start time: 10:53:12 AM, 19 August 2020)

Internal marketers face special challenges. They must figure out what products to introduce to other countries.

Select the correct option

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

Riz Mughal



Question # 2 of 10 (Start time: 10:53:52 AM, 19 August 2020)

Cost-based pricing relies on consumer perception of value to drive pricing.

Select the correct option

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

Riz Mughal

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Question # 3 of 10 (Start time: 10:54:08 AM, 19 August 2020)

Total Marks:

Lahore Florists segments markets into groups of nonusers, ex-users, potential users, first-time users, and regular users of its flowers and services. This firm uses usage rate as the segmentation approach.

Select the correct option

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

Riz Mughal

Question # 4 of 10 (Start time: 10:54:27 AM, 19 August 2020)

Overhead cost is another term for variable cost.

Select the correct option

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

Question # 5 of 10 (Start time: 10:54:43 AM, 19 August 2020)

Total Marks: 1

Service inseparability means that the quality of services depends on who provides them, as well as when, where, and how they are provided.

Select the correct option

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

Riz Mughal



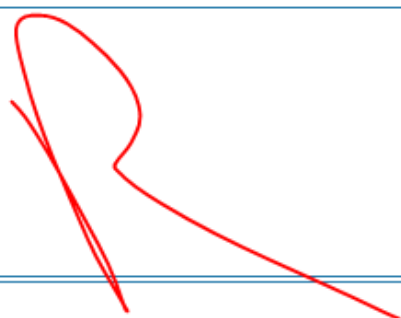
Question # 6 of 10 (Start time: 10:55:01 AM, 19 August 2020)

The three characteristics for advertising appeals are: meaningful, believable, and distinctive.

Select the correct option

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

Riz Mughal



MGT301:Quiz No.2

Question # 7 of 10 (Start time: 10:55:19 AM, 19 August 2020)

Value-based pricing is the reverse of cost-based pricing.

Select the correct option

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

Riz Mughal

R


nal

Question # 8 of 10 (Start time: 10:55:37 AM, 19 August 2020)

Total Marks: 1

An e-mail from a company that offers free shipping on your next purchase of more than Rs3000/= is an example of sales promotion.

Select the correct option

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

Question # 9 of 10 (Start time: 10:55:58 AM, 19 August 2020)

Total Marks: 1

Co-branding is a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything. Examples are banking, hotel, airline, retail, tax preparation, and home repair.

Select the correct option

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

Question # 10 of 10 (Start time: 10:56:19 AM, 19 August 2020)

A company's total marketing communications mix is also called its promotion mix.

Select the correct option

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

Riz Mughal

