

"MGT211 Quiz No. 3"

Multiple Choice Question

23 January 2021

Question No: 1

When a company target a particular group of customer because of their need for its product.it can be stated the company has identified its _____.

- ▶ **Market segment**
- ▶ Market mission
- ▶ Market differentiation
- ▶ Market plan

Question No: 2

Dividing the market on the basis of area, climate and cultural values is called ?

- ▶ **Geographical segmentation**
- ▶ Demographic segmentation
- ▶ Psychographic segmentation
- ▶ Behaviouralistic segmentation

Question No: 3

The marketing activity of dividing market into smaller with similar needs and characteristics is known as:

- ▶ **Market segmentation**
- ▶ Market penetrating
- ▶ Target Marketing
- ▶ Relationship marketing

Question No: 4

The marketing concept is.

- ▶ **Companywide consumer orientation with the objective of achieving the maximum amount of profits.**
- ▶ Long-run success page.
- ▶ Largest market share.
- ▶ Highest paid staff.

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Question No: 5

The role of a marketing manager is to;

- ▶ All of the given options
- ▶ design the product
- ▶ to communicate with the customers
- ▶ to identify the unsatisfied needs of customers

Question No: 6

Customer claim we did not receive product on time. Organization conducted the research and found that it was fault at supplier end.

It is called?

- ▶ Distribution Research
- ▶ Pricing Research
- ▶ Segmentation Research
- ▶ Product Research

Question No: 7

Due to unstable political condition and poor law situation in country: organization are not getting their desired outcomes. It is mainly due to

- ▶ External marketing environment factors
- ▶ Internal marketing environment factors
- ▶ Imbalance between inputs and outputs
- ▶ Poor policies of organizations

Question No: 8

In which type of research methods; there is need of mediator, who monitors, controls and coordinates the activities.

- ▶ Survey Method
- ▶ Focus group
- ▶ Observational Research
- ▶ Experimentation

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Question No: 9

Pricing decision is the major role of-----

- ▶ **Marketing Manager**
- ▶ Finance Manager
- ▶ HR Manager
- ▶ Procurement Manager

Question No: 10

Demographic segmentation divides the market by:

- ▶ **Age, gender, marital status, social class, religion and education**
- ▶ Perceptions, beliefs and values
- ▶ Lifestyle, personality and self-image
- ▶ Location or region

"MGT211 Quiz No. 3"(2)

Multiple Choice Question

23 January 2021

Question No: 1

External forces are those that are:

- ▶ **Non-controllable**
- ▶ Controllable
- ▶ Simple to recognize
- ▶ None of the given options

Question No: 2

An aggregate of people who as individuals, have needs for products in a product class and have the ability, willingness and authority to purchase such products is called a :

- ▶ **Market segment**
- ▶ Target market
- ▶ Customer group
- ▶ Market

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Question No: 3

Dividing the total market into smaller part is called?

- ▶ **Market Segmentation**
- ▶ Product Differentiation
- ▶ Target Market
- ▶ Positing

Question No: 4 (rep)

Customer claim we dis not receive product on time. Organization conducted the research and found that it was fault at supplier end.

It is called?

- ▶ **Distribution Research**
- ▶ Pricing Research
- ▶ Segmentation Research
- ▶ Product Research

Question No: 5 (rep)

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Question No: 6 (rep)

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- ▶ Focus group
- ▶ Observational Research
- ▶ Experimentation

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Question No: 7(rep)

Pricing decision is the major role of-----

- ▶ **Marketing Manager**
- ▶ Finance Manager
- ▶ HR Manager
- ▶ Procurement Manager

Question No: 8 (rep)

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- ▶ **Market segment**
- ▶ Market mission
- ▶ Market differentiation
- ▶ Market plan

Question No: 9 (rep)

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- ▶ **Geographical segmentation**
- ▶ Demographic segmentation
- ▶ Psychographic segmentation
- ▶ Behaviouralistic segmentation

Question No: 10 (rep)

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- ▶ **Companywide consumer orientation with the objective of achieving the maximum amount of profits.**
- ▶ Long-run success page.
- ▶ Largest market share.
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"MGT211 Quiz No. 4"

Multiple Choice Question

17 February 2021

Question No: 1

In which type of advertising. customer are reputedly told about the product, the brand, the featured or the manufactures.

- ▶ **Reminder Advertising**
- ▶ Comparative Advertising
- ▶ Persuasive Advertising
- ▶ Word of month advertising

Question No: 2

Zain Thrasher house want to given advertisement about its products, which medium will be the most suitable for it?

- ▶ **Radio**
- ▶ Billboards in big cities
- ▶ Emails
- ▶ Newspaper

Question No: 3

Using different media at the same time for the promotion of goods is called?

- ▶ **Media mix**
- ▶ product mix
- ▶ Distribution mix
- ▶ pricing mix

Question No: 4

What kind of salesperson are you most likely to find working in the pharmaceutical industry?

- ▶ **Missionary salesperson**
- ▶ Order taker
- ▶ Order getter
- ▶ Sales engineer

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Question No: 5

Display of products at different places is called?

- ▶ Trade dhows
- ▶ Publicity
- ▶ Personal Selling
- ▶ Publics relation

Question No: 6

At the _____ stage in the personal selling process, a salesperson begins converting into a customer by creating a desire for the product he or she is selling.

- ▶ Presentation
- ▶ Approach
- ▶ Close
- ▶ Follow-up

Question No: 7

In which of the following personal selling tasks salesman provides voluntary service to the buyer.

- ▶ Missionary selling
- ▶ Ordinary selling
- ▶ Creative selling
- ▶ None of the given options

Question No: 8

In Which of the following personal selling tasks salesperson delivers creative message and invents creative ideas his experience of going to the market.

- ▶ Creative selling
- ▶ Ordinary selling
- ▶ Missionary selling
- ▶ None of the given options

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Question No: 9

_____ is a personal selling task in which consulting the customers and get their orders booked for specified time period.

- ▶ **Booking of orders**
- ▶ Processing of orders
- ▶ Creative selling
- ▶ Missionary selling

Question No: 10

_____ is an advertising strategy that tries to keep a product's name in consumer's mind.

- ▶ **Reminder advertising**
- ▶ Persuasive advertising
- ▶ Comparative advertising
- ▶ Non of the given options

"MGT211 Quiz No. 4"(2)

Multiple Choice Question

17 February 2021

Question No: 1

Low literacy rate mainly reduces the effectiveness of which of the following medium?

- ▶ **Print**
- ▶ Radio
- ▶ Television
- ▶ Out door media

Question No: 2 (rep)

_____ is a personal selling task in which consulting the customers and get their order booked for specified time period.

- ▶ **Booking of orders**
- ▶ Processing of orders
- ▶ Creative selling
- ▶ Missionary selling

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Question No: 3 (rep)

Using different media at the same time for the promotion of goods is called?

▶ **Media mix**

- ▶ product mix
- ▶ Distribution mix
- ▶ pricing mix

Question No: 4

Which type of sales promotion is used when a manufacturer places one small bottle of shampoo in a clear bag and hangs it from the door of each house in a neighborhood?

▶ **A sample**

- ▶ A deal
- ▶ A premium
- ▶ An introductory offer

Question No: 5

An advertising strategy that directly compares two or more products is called _____.

▶ **Comparative advertising**

- ▶ Reminder advertising
- ▶ Persuasive advertising
- ▶ Verbal advertising

Question No: 6

Resources such as labor materials and energy are known as ____ in the transformation process.

▶ **Inputs**

- ▶ Outputs
- ▶ Intangibles
- ▶ Factors of production

Question No: 7

When organization convert raw material into finished goods: it is called

▶ **Production**

- ▶ Planning
- ▶ Coordination
- ▶ Promotion

Question No: 8

_____ is a personal selling situation in which products are sold for buyer's personal or household use.

- ▶ **Retail selling**
- ▶ Industrial
- ▶ Pharmaceutical product selling
- ▶ Non of the given options

Question No: 9

_____ is the two-way flow of communication between a buyer and seller, often in a face encounter, designed to influence a person's or group's purchase decision.

- ▶ **Personal selling**
- ▶ Sales management
- ▶ Sales promotion
- ▶ Transformational Selling

Question No: 10 (rep)

In which of the following personal selling tasks does a salesman provide voluntary service to the buyer.

- ▶ **Missionary selling**
- ▶ Ordinary selling
- ▶ Creative selling
- ▶ None of the given options

"MGT211 Quiz No. 4" (3)

Multiple Choice Question

17 February 2021

Question No: 1 (rep)

_____ is a personal selling task in which consulting the customers and getting their orders booked for a specified time period.

- ▶ **Booking of orders**
- ▶ Processing of orders
- ▶ Creative selling
- ▶ Missionary selling

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Question No: 2

Which medium is less expensive and has wide outreach?

- ▶ Radio
- ▶ Television
- ▶ Print
- ▶ Out door media

Question No: 3

An unpaid form of promotion through mass media is called

- ▶ Publicity
- ▶ Public relation
- ▶ Personal selling
- ▶ Sales promotion

Question No: 4

At the time of midnight. Amir visits 2KM away hospital photocopy shop due to unavailability of the facility in University. It is called

- ▶ Time utility
- ▶ Form utility
- ▶ Place utility
- ▶ Ownership utility

Question No: 5

Publicity is a(n) form of promotion through mas media.

- ▶ Unpaid
- ▶ Paid
- ▶ unreliable
- ▶ None of the given options

Question No: 6

In which or the following personal selling tasks salesman provides voluntary service to the buyer.

- ▶ Missionary selling
- ▶ Ordinary selling
- ▶ Creative selling
- ▶ None of the given options

Question No: 7

Which type of product promotion is identified as being direct, face-to-face communication by salespeople with existing and potential customers to promote a company's products?

► Personal selling

- Sales promotion
- Public relations
- Advertising

Question No: 8

_____ is personal selling task in which salespeople receive order and see to their handling and delivery.

► Processing of orders

- Booking or orders
- Complete orders
- Missionary selling of products

Question No: 9

Process by which a company analyzes a competitor's products to identify desirable improvements is:

► Competitive product analysis

- Value-Added Analysis
- Statistical Process Counter
- Quality/Cost Studies

Question No: 10

At which stage of the personal selling process would you obtain a purchase commitment from the prospect?

► Close

- Approach
- Presentation
- Follow-up
- Approach

Best of Luck

For More MCQ's File

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