Learning4help by Waqas

Asslam-o-Alaikum! In this file we'll provide you MGT301 quiz 4 2023 Important Finalterm MCQs. Must Prepare Before Finalterm Exams. Verify Answers yourself too. If you found mistake then inform me.

If you found mistake then let us know.

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Or You can send us gmail: Learningn4help@gmail.com

Facebook page is https://m.facebook.com/WAQASQURESHI34555/

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Question # 9 of 10 (Start time: 09:15:18 PM, 21 July 2023) **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

- False
- True

Question # 8 of 10 (Start time: 09:14:51 PM, 21 July 2023) **Total Marks:**

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

- True
- False

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vulms.vu.edu.pk/Quiz/QuizQuestion.aspx

Question # 7 of 10 (Start time: 09:13:43 PM, 21 July 2023) **Total Marks: 1**

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

Select the correct option

- False
- True

vulms.vu.edu.pk/Quiz/QuizQuestion.aspx

Question # 7 of 10 (Start time: 09:13:43 PM, 21 July 2023) **Total Marks: 1**

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

Select the correct option

- False
- True

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vulms.vu.edu.pk/Quiz/QuizQuestion.aspx

Question # 6 of 10 (Start time: 09:12:15 PM, 21 July 2023) **Total Marks:**

The demand curve shows the number of units the market will buy in a given time period at different prices that might be charged. In normal cases, the higher the price, the higher the demand.

Select the correct option

- False
- True

vulms.vu.edu.pk/Quiz/QuizQuestion.aspx

Question # 5 of 10 (Start time: 09:11:45 PM, 21 July 2023) **Total Marks:**

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

- True
- False

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Question # 4 of 10 (Start time: 09:11:17 PM, 21 July 2023) **Total Marks:**

Demand and consumer value perceptions set the floor for prices.

Select the correct option

- (●) False
- ( ) True

Question # 3 of 10 (Start time: 09:10:33 PM, 21 July 2023) **Total Marks:**

When a manufacturer seeks a market for by-products and accepts a price that covers more than the cost of storing and delivering them, it is able to reduce the main product's price to make it more competitive.

Select the correct option

- (●) True
- ( ) False

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Question # 2 of 10 (Start time: 09:09:55 PM, 21 July 2023) **Total Marks:**

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

- True
- False

Question # 1 of 10 (Start time: 09:08:45 PM, 21 July 2023) **Total Marks:**

When a major moving van company sells accessory products that must be used in moving a household's furniture, it is practicing captive-product pricing.

Select the correct option

- True
- False

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Question # 10 of 10 (Start time: 09:05:27 PM, 21 July 2023) **Total Marks:**

In a product business, products are fairly standardized and can sit on shelves waiting for customers. In a service business, the customer and front-line service employee interact to create the service.

Select the correct option

- (●) True
- ( ) False

Question # 9 of 10 (Start time: 09:04:59 PM, 21 July 2023) **Total Marks:**

Packaging does not include the material necessary to ship a product.

Select the correct option

- (●) False
- ( ) True

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MGT301 - Principles of Marketing (Quiz No.3)

Quiz Start Time: 08:58 PM, 21 July 2023

Question # 8 of 10 (Start time: 09:03:54 PM, 21 July 2023) **Total Marks: 1**

The brand of a product can determine its consumer value.

Select the correct option

- False
- True

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

- False
- True

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Question # 6 of 10 (Start time: 09:02:47 PM, 21 July 2023) **Total Marks:**

Value-based pricing is when costs vary directly with the level of product.

Select the correct option

- (●) False
- ( ) True

Question # 5 of 10 (Start time: 09:02:14 PM, 21 July 2023) **Total Marks:**

Developing a stronger position within several segments creates more total sales than undifferentiated marketing across all segments.

Select the correct option

- ( ) False
- (●) True

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Question # 4 of 10 (Start time: 09:01:08 PM, 21 July 2023) **Total Marks:**

When Kia offers a new model of car with the same features as a comparable Toyota or Ford and provides a longer warranty, it is following a more-for-less strategy.

Select the correct option

- (●) False
- ( ) True

Question # 3 of 10 (Start time: 09:00:07 PM, 21 July 2023) **Total Marks:**

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

- ( ) True
- (●) False

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Question # 2 of 10 (Start time: 08:58:49 PM, 21 July 2023) **Total Marks:**

Environmental elements are categorized as external factors that affect pricing decisions.

Select the correct option

- True
- False

Question # 1 of 10 (Start time: 08:58:04 PM, 21 July 2023) **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

- False
- True

Learning4 Help By Waqas Qureshi 03421719143

The widespread use of mass marketing has masked the fact that for centuries consumers were served as individuals where businesses practiced individual marketing.

Select the correct option

- False
- True

Question # 10 of 10 (Start time: 08:19:50 AM, 01 February 2023) **Total Marks:** 1

Competitors' prices and offers are external factors that companies have to deal with.

Select the correct option

- True
- False

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Question # 9 of 10 (Start time: 08:19:33 AM, 01 February 2023) Total Marks: 1

Overhead cost is another term for variable cost.

Select the correct option

- False
- True

MGT301 - Principles of Marketing (Quiz No.4) Quiz Start Time: 08:16 AM, 01 February 2023

Question # 8 of 10 (Start time: 08:19:15 AM, 01 February 2023) Total Marks: 1

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

Select the correct option

- True
- False

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In industrial markets, product managers have an influence on the company's price-setting decisions.

Select the correct option

- (●) True
- ( ) False

Click to Save Answer & Move to Next Question

Question # 6 of 10 (Start time: 08:18:17 AM, 01 February 2023) **Total Marks: 1**

When a manufacturer seeks a market for by-products and accepts a price that covers more than the cost of storing and delivering them, it is able to reduce the main product's price to make it more competitive.

Select the correct option

- ( ) False
- (●) True

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Question # 5 of 10 (Start time: 08:17:46 AM, 01 February 2023) Total Marks: 1

Environmental elements are categorized as external factors that affect pricing decisions.

Select the correct option

- False
- True

The demand curve shows the number of units the market will buy in a given time period at different prices that might be charged. In normal cases, the higher the price, the higher the demand.

Select the correct option

- False
- True

Click to Save Answer & Move to Next Question

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Question # 3 of 10 (Start time: 08:16:58 AM, 01 February 2023) Total Marks: 1

When a major moving van company sells accessory products that must be used in moving a household's furniture, it is practicing captive-product pricing.

Select the correct option

- False
- True

MGT301 - Principles of Marketing (Quiz No.4) Quiz Start Time: 08:16 AM, 01 February 2023

Question # 2 of 10 (Start time: 08:16:25 AM, 01 February 2023) Total Marks: 1

Companies that set a low initial price in order to get their "foot in the door" quickly and deeply, attract a large number of buyers quickly, and win a large market share practice market-skimming pricing.

Select the correct option

- False
- True

Learning4 Help By Waqas Qureshi 03421718143

Question # 1 of 10 (Start time: 08:16:01 AM, 01 February 2023) **Total Marks: 1**

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

Select the correct option

- False
- True

Question # 7 of 10 (Start time: 07:15:25 PM, 01 February 2023) **Total Marks: 1**

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

Select the correct option

- False
- True

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If demand changes greatly, we say the demand is inelastic.

Select the correct option

- True
- False

Click to Save Answer & Move to Next Question

Question # 5 of 10 (Start time: 07:14:30 PM, 01 February 2023) **Total Marks: 1**

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

Select the correct option

- False
- True

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Question # 2 of 10 (Start time: 07:13:12 PM, 01 February 2023) Total Marks: 1

Demand and consumer value perceptions set the floor for prices.

Select the correct option

- True
- False

Value-based pricing is when costs vary directly with the level of product.

Select the correct option

- True
- False

Click to Save Answer & Move to Next Question

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Question # 10 of 10 (Start time: 06:58:33 PM, 01 February 2023) **Total Marks: 1**

Demand and consumer value perceptions set the floor for prices.

Select the correct option

- (●) False
- ( ) True

Question # 5 of 10 (Start time: 06:57:05 PM, 01 February 2023) **Total Marks: 1**

Environmental elements are categorized as external factors that affect pricing decisions.

Select the correct option

- ( ) False
- (●) True

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BC160201074: Hafza Sadaf Khan

Time Left 90 sec(s)

MGT301 - Principles of Marketing (Quiz No.4)

Quiz Start Time: 06:54 PM, 01 February 2023

Question # 5 of 10 (Start time: 06:57:05 PM, 01 February 2023)

Total Marks: 1

Environmental elements are categorized as external factors that affect pricing decisions.

Select the correct option

- False
- True

MGT301 - Principles of Marketing (Quiz No.4)

Quiz Start Time: 06:54 PM, 01 February 2023

Question # 1 of 10 (Start time: 06:54:57 PM, 01 February 2023)

Total Marks: 1

When a major moving van company sells accessory products that must be used in moving a household's furniture, it is practicing captive-product pricing.

Select the correct option

- True
- False

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If demand changes greatly, we say the demand is inelastic.

Select the correct option

- True
- False

Click to Save Answer & Move to Next Question

Question # 9 of 10 (Start time: 05:13:59 PM, 31 January 2023) **Total Marks: 1**

Companies that set a low initial price in order to get their "foot in the door" quickly and deeply, attract a large number of buyers quickly, and win a large market share practice market-skimming pricing.

Select the correct option

- False
- True

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The demand curve shows the number of units the market will buy in a given time period at different prices that might be charged. In normal cases, the higher the price, the higher the demand.

Select the correct option

- (●) False
- ( ) True

Click to Save Answer & Move to Next Question

The demand curve shows the number of units the market will buy in a given time period at different prices that might be charged. In normal cases, the higher the price, the higher the demand.

Select the correct option

- (●) False
- ( ) True

Click to Save Answer & Move to Next Question

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Overhead cost is another term for variable cost.

Select the correct option

- False
- True

Click to Save Answer & Move to Next Question

Overhead cost is another term for variable cost.

Select the correct option

- False
- True

Click to Save Answer & Move to Next Question

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

Select the correct option

- False
- True

Click to Save Answer & Move to Next Question

Demand and consumer value perceptions set the floor for prices.

Select the correct option

- True
- False

Click to Save Answer & Move to Next Question

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Competitors' prices and offers are external factors that companies have to deal with.

Select the correct option

- False
- True

Click to Save Answer & Move to Next Question

In industrial markets, product managers have on influence on the company's price-setting decisions.

Select the correct option

- True
- False

Click to Save Answer & Move to Next Question

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

Select the correct option

- True
- False

Click to Save Answer & Move to Next Question

MGT301 - Principles of Marketing (Quiz No.4) **Quiz Start Time: 05:10 PM, 31 January 2023**

Question # 1 of 10 (Start time: 05:10:09 PM, 31 January 2023) **Total Marks: 1**

Pricing often plays an important role in helping to accomplish a company's multi-level objectives.

Select the correct option

- False
- True

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Question # 9 of 10 (Start time: 06:22:30 PM, 01 February 2023) Total Marks: 1

The more elastic the demand, the more it pays for the seller to raise the price.

Select the correct option

- True
- False

MGT301 - Principles of Marketing (Quiz No.4) Quiz Start Time: 06:19 PM, 01 February 2023

Question # 8 of 10 (Start time: 06:22:13 PM, 01 February 2023) Total Marks: 1

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

Select the correct option

- True
- False

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MGT301 - Principles of Marketing (Quiz No.4)

Quiz Start Time: 06:19 PM, 01 February 2023

Question # 7 of 10 (Start time: 06:21:18 PM, 01 February 2023)

Total Marks: 1

Overhead cost is another term for variable cost.

Select the correct option

- False
- True

The demand curve shows the number of units the market will buy in a given time period at different prices that might be charged. In normal cases, the higher the price, the higher the demand.

Select the correct option

- False
- True

Click to Save Answer & Move to Next Question

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Question # 4 of 10 (Start time: 06:20:33 PM, 01 February 2023) Total Marks: 1

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

Select the correct option

- False
- True

MGT301 - Principles of Marketing (Quiz No.4) Quiz Start Time: 06:19 PM, 01 February 2023

Question # 2 of 10 (Start time: 06:19:57 PM, 01 February 2023) Total Marks: 1

Companies that set a low initial price in order to get their "foot in the door" quickly and deeply, attract a large number of buyers quickly, and win a large market share practice market-skimming pricing.

Select the correct option

- False
- True

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MGT301 - Principles of Marketing (Quiz No.4)

Quiz Start Time: 06:19 PM, 01 February 2023

Question # 2 of 10 (Start time: 06:19:57 PM, 01 February 2023)

Total Marks: 1

Companies that set a low initial price in order to get their "foot in the door" quickly and deeply, attract a large number of buyers quickly, and win a large market share practice market-skimming pricing.

Select the correct option

- False
- True

Environmental elements are categorized as external factors that affect pricing decisions.

Select the correct option

- False
- True

Click to Save Answer & Move to Next Question

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MGT301 - Principles of Marketing (Quiz No.4)

Quiz Start Time: 05:46 PM, 01 February 2023

Question # 9 of 10 (Start time: 05:49:13 PM, 01 February 2023)

Total Marks: 1

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

Select the correct option

- False
- True

Question # 7 of 10 (Start time: 05:48:39 PM, 01 February 2023)

Total Marks: 1

The simplest pricing method is break-even pricing—adding a standard markup to the cost of the product.

Select the correct option

- False
- True

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The demand curve shows the number of units the market will buy in a given time period at different prices that might be charged. In normal cases, the higher the price, the higher the demand.

Select the correct option

- False
- True

Click to Save Answer & Move to Next Question

Question # 5 of 10 (Start time: 05:47:55 PM, 01 February 2023) **Total Marks:**

Demand and consumer value perceptions set the floor for prices.

Select the correct option

- True
- False

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Pricing often plays an important role in helping to accomplish a company's multi-level objectives.

Select the correct option

- False
- True

Click to Save Answer & Move to Next Question

MGT301 - Principles of Marketing (Quiz No.4) **Quiz Start Time: 05:46 PM, 01 February 2023**

Question # 3 of 10 (Start time: 05:47:09 PM, 01 February 2023) **Total Marks: 1**

Value-based pricing is when costs vary directly with the level of product.

Select the correct option

- False
- True

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When a major moving van company sells accessory products that must be used in moving a household's furniture, it is practicing captive-product pricing.

Select the correct option

- (●) True
- ( ) False

Click to Save Answer & Move to Next Question

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