



Question # 2 of 10 (Start time: 03:52:48 AM, 20 May 2021)

Total Mark

When backed by buying power, wants become demands.

Select the correct option

True



False



Click to Save Answer & Move to Next Question

Question # 3 of 10 (Start time: 03:54:16 AM, 20 May 2021)

Total Mark

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

☒	True
☐	False

Click to Save Answer & Move to Next Question

Question # 4 of 10 (Start time: 03:54:57 AM, 20 May 2021)

Total Mark

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

Select the correct option

☒	True
☐	False



Click to Save Answer & Move to Next Question

Vu Helping World

MGT301: Quiz No. 1

sec(s)
Quiz Start Time: 03:51 AM, 20 May 2021

Question # 5 of 10 (Start time: 03:56:58 AM, 20 May 2021)

Total Mar

When firms take aggressive action to affect the publics and forces in their marketing environment, they are taking an environmental management perspective.

Select the correct option

☒	True
☐	False



Click to Save Answer & Move to Next Question

Question # 6 of 10 (Start time: 03:58:50 AM, 20 May 2021)

Total Mark

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

Select the correct option

True



False



Click to Save Answer & Move to Next Question

Vu Helping World

MGT301 Quiz No.1

Quiz Start Time: 03:51 AM, 20 May 2021

Question # 7 of 10 (Start time: 04:00:32 AM, 20 May 2021)

Total Marks

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

Select the correct option

☐	True
☒	False



Click to Save Answer & Move to Next Question

Question # 8 of 10 (Start time: 04:02:19 AM, 20 May 2021)

Total Marks

The significant trends in the natural environment include shortages of raw materials and increased pollution.

Select the correct option

True



False



Click to Save Answer & Move to Next Question

Question # 8 of 10 (Start time: 04:02:19 AM, 20 May 2021)

Total Marks

The significant trends in the natural environment include shortages of raw materials and increased pollution.

Select the correct option

☒	True
☐	False

Click to Save Answer & Move to Next Question

Question # 9 of 10 (Start time: 04:03:23 AM, 20 May 2021)

Total Marks

According to Engel's laws, consumers tend to spend a smaller percentage of income on food as income rises.

Select the correct option

- | | |
|----------------------------------|-------|
| ☒ | True |
| ☐ | False |



Click to Save Answer & Move to Next Question

Vu Helping World

MGT301: Quiz No. 1

0:00:00 sec(s)

Quiz Start Time: 03:51 AM, 20 May 20

Question # 10 of 10 (Start time: 04:05:26 AM, 20 May 2021)

Total Marks

The owner of the 21-store chain of bicycles, explained to the store managers at a recent sales meeting that marketers, more than any other group in the company, must be the trend trackers and opportunity seekers.

Select the correct option

True



False



Click to Save Answer & Move to Next Question

Vu Helping World

MGT301:Quiz No.1

Quiz Start Time: 04:09 AM, 20 May 2021

Question # 1 of 10 (Start time: 04:09:37 AM, 20 May 2021)

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

☒	True
☐	False

Click to Save Answer & Move to Next Question

Vu Helping World

MGT301: Quiz No. 1

Quiz Start Time: 04:09 AM, 20 May 2021

Question # 2 of 10 (Start time: 04:10:13 AM, 20 May 2021)

Total Mark

Significant reasons for business laws to be enacted include protecting the interests of society, protecting consumers, and protecting companies from each other.

Select the correct option

☒	True
☐	False



Click to Save Answer & Move to Next Question

Vu Helping World

MGT301:Quiz No.1

sec(s)
Quiz Start Time: 04:09 AM, 20 May 20

Question # 5 of 10 (Start time: 04:15:13 AM, 20 May 2021)

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

☒	True
☐	False

Click to Save Answer & Move to Next Question

1 - 20

Question # 6 of 10 (Start time: 04:16:52 AM, 20 May 2021)

Total Mark

Today's marketers must be good at building relationships in order to connect effectively with customers, others in the company, and external partners.

Select the correct option

True



False



Click to Save Answer & Move to Next Question

Vu Helping World

MGT301: Quiz No. 1

sec(s)
Quiz Start Time: 04:09 AM, 20 May 2021

Question # 7 of 10 (Start time: 04:18:31 AM, 20 May 2021)

Total Mark

When railroad companies thought that users wanted trains rather than transportation and overlooked the growing challenge of other modes of transportation they were following the selling concept.

Select the correct option

☐	True
☒	False



Click to Save Answer & Move to Next Question

Vu Helping World

MGT301:Quiz No. 1

sec(s)
Quiz Start Time: 04:09 AM, 20 May 2021

Question # 7 of 10 (Start time: 04:18:31 AM, 20 May 2021)

Total Mark

When railroad companies thought that users wanted trains rather than transportation and overlooked the growing challenge of other modes of transportation they were following the selling concept.

Select the correct option

☐	True
☒	False

Click to Save Answer & Move to Next Question

Vu Helping World

MGT301: Quiz No. 1

Quiz Start Time: 04:09 AM, 20 May 2021

Question # 8 of 10 (Start time: 04:20:23 AM, 20 May 2021)

Total Mark

No single competitive marketing strategy is best for all companies.

Select the correct option

☒	True
☐	False

Click to Save Answer & Move to Next Question

Question # 9 of 10 (Start time: 04:21:01 AM, 20 May 2021)

Total Marks

Human needs are shaped by culture and individual personality.

Select the correct option

☒	True
☐	False



Click to Save Answer & Move to Next Question

Vu Helping World

MGT301:Quiz No.1

Quiz Start Time: 04:09 AM, 20 May 2021

Question # 10 of 10 (Start time: 04:23:11 AM, 20 May 2021)

Total Mark

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

Select the correct option

☐	True
☒	False

Click to Save Answer & Move to Next Question



BC200202312: FARHAT FATIMA

Time Left 84 sec(s)

MGT301-Quiz No.1

Quiz Start Time: 08:10 PM, 23 May 2021

Question # 8 of 10 (Start time: 08:15:15 PM, 23 May 2021)

Total Marks: 1

When backed by buying power, wants become demands.

Select the correct option

☐ True

☐ False

Submit Answer / Skip / Previous Question





BC200202312: FARHAT FATIMA

Time Left 90 sec(s)

MGT301: Quiz No. 1

Quiz Start Time: 08:10 PM, 23 May 2021

Question # 8 of 10 (Start time: 08:15:15 PM, 23 May 2021)

Total Marks: 1

When backed by buying power, wants become demands.

Select the correct option

☐	True
☐	False

Click on the correct answer to mark question





BC200202312: FARHAT FATIMA

Time Left 89 sec(s)

MGT301: Quiz No. 1

Quiz Start Time: 08:10 PM, 23 May 2021

Question # 10 of 10 (Start time: 08:18:43 PM, 23 May 2021)

Total Marks: 1

Today's marketers must be good at building relationships in order to connect effectively with customers, others in the company, and external partners.

Select the correct option

☐ True☐ False

Click on Save Answer & Move to Next Question





The owner of the 21-store chain of bicycles, explained to the store managers at a recent sales meeting that marketers, more than any other group in the company, must be the trend trackers and opportunity seekers.

Select the correct option

☐	True
☐	False

Clear Selections & Move to Next Question





Environmental concerns have been on the decline in the past decade; more government legislation and the green movement may be the cause of this trend.

Select the correct option

True



False





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BC200202312: FARHAT FATIMA

Time Left 88 sec(s)

MGT301-Quiz No.1

Quiz Start Time: 00:10 PM, 23 May 2021

Question # 4 of 10 (Start time: 00:11:53 PM, 23 May 2021)

Total Marks: 1

When firms take aggressive action to affect the publics and forces in their marketing environment, they are taking an environmental management perspective.

Select the correct option

☐ True

☐ False

Click on the correct answer to move to the next question





BC200202312: FARHAT FATIMA

Time Left

86

sec(s)

MGT301-Quiz No.1

Quiz Start Time: 08:10 PM, 23 May 2021

Question # 5 of 10 (Start time: 08:12:56 PM, 23 May 2021)

Total Marks: 1

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

Select the correct option

☐ True

☐ False

Scanned with CamScanner





BC200202312: FARHAT FATIMA

Time Left 89 sec(s)

MGT301: Quiz No. 1

Quiz Start Time: 08:10 PM, 23 May 2021

Question # 6 of 10 (Start time: 08:13:37 PM, 23 May 2021)

Total Marks: 1

The production concept and product concept are two philosophies that can both lead to marketing myopia.

Select the correct option



True



False

[Go Back to Previous Question](#) [Proceed to Next Question](#)



BC300202312: FARHAT FATIMA

Time Left 86 sec(s)

MGT301: Quiz No. 1

Quiz Start Time: 08:10 PM, 23 May 2021

Question # 3 of 10 (Start time: 08:10:59 PM, 23 May 2021)

Total Marks:

The significant trends in the natural environment include shortages of raw materials and increased pollution.

Select the correct option

True



False



Click on the correct answer to submit the quiz





BC200202312: FARHAT FATIMA

Time Left 90 sec(s)

MGT301 Quiz No.1

Quiz Start Time: 08:10 PM, 23 May 2021

Total Marks: 1

Question # 2 of 10 (Start time: 08:10:43 PM, 23 May 2021)

Who is our target market and what's our value proposition are two important questions underlying marketing strategy.

Select the correct option

☐	True
☐	False

Submit





When railroad companies thought that users wanted trains rather than transportation and overlooked the growing challenge of other modes of transportation they were following the selling concept.

Select the correct option



True



False

Click on the correct answer to mark the question





BC200206414 EEMAN NAZ

Time Left: 84 sec(s)

MGT301-Quiz No. 1

Quiz Start Time: 06:50 PM, 23 May 2021

Question # 10 of 10 (Start time: 06:59:46 PM, 23 May 2021)

Total Marks:

Human needs are shaped by culture and individual personality.

Select the correct option

- | | |
|-----------------------|-------|
| ☐ | True |
| ☐ | False |

Click to Save Answer & Move to Next Question





BC200206414 EEMAN NAZ

Time Left 88
sec(s)

MGT301-Quiz No. 1

Quiz Start Time: 06:50 PM, 23 May 2021

Question # 9 of 10 (Start time: 06:59:11 PM, 23 May 2021)

Total Marks:

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

Select the correct option

☐ True☐ False

Click to Save Answer & Move to Next Question





SC200206414: EEMAN NAZ

Time Left 89
sec(s)

MGT301 Quiz No. 1

Quiz Start Time: 06:50 PM, 23 May 2021

Question # 6 of 10 (Start time: 06:55:55 PM, 23 May 2021)

Total Marks: 1

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

Select the correct option

☐	True
☐	False

Please Save Answer & Move Next Question





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

Select the correct option

- | | |
|-----------------------|-------|
| ☐ | True |
| ☐ | False |

Click to Save Answer & Move to Next Question





When railroad companies thought that users wanted trains rather than transportation and overlooked the growing challenge of other modes of transportation they were following the selling concept.

Select the correct option

- | | |
|-----------------------|-------|
| ☐ | True |
| ☐ | False |

Click on Save Answer & Move to Next Question





As an employee of Bankers Enterprises, you market wild and crazy games for teens to play at parties. You work in the business market.

Select the correct option

- | | |
|-----------------------|-------|
| ☐ | True |
| ☐ | False |

[Click to See Answer & Move to Next Question](#)



BC200206414 EEMAN NAZ

Time Left 89
sec(s)

MGT301-Quiz No. 1

Quiz Start Time: 06:50 PM, 23 May 2021

Question # 3 of 10 (Start time: 06:52:46 PM, 23 May 2021)

Total Marks:

When your marketing manager discussed factors and forces outside marketing that affect marketing management's ability to build and maintain successful relationships with target customers, you knew that she was talking about the external marketing concept.

Select the correct option

- | | |
|-----------------------|-------|
| ☐ | True |
| ☐ | False |

Click on Save Answer & Move to Next Question





BC200206414 EEMAN NAZ

Time Left: 89 sec(s)

MGT301-Quiz No. 1

Quiz Start Time: 06:50 PM, 23 May 2021

Question # 2 of 10 (Start time: 06:52:04 PM, 23 May 2021)

Total Marks:

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

Select the correct option

- | | |
|-----------------------|-------|
| ☐ | True |
| ☐ | False |

Click to Save Answer & Move to Next Question





Quiz

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BC200206414 EEMAN NAZ

Time Left 90 sec(s)

MGT301-Quiz No. 1

Quiz Start Time: 06:50 PM, 23 May 2021

Question # 1 of 10 (Start time: 06:50:51 PM, 23 May 2021)

Total Marks:

Marketing offers are limited to physical products.

Select the correct option

- | | |
|-----------------------|-------|
| ☐ | True |
| ☐ | False |

Click to Save Answer & Move to Next Question



Question # 9 of 10 (Start time: 05:13:35 PM, 23 May 2021)

Total Marks: 1

The owner of the 21-store chain of bicycles, explained to the store managers at a recent sales meeting that marketers, more than any other group in the company, must be the trend trackers and opportunity seekers.

Select the correct option

☐

True

☐

False

[View Question History](#)

Question # 8 of 10 (Start time: 05:12:44 PM, 23 May 2021)

Total Marks: 1

Significant reasons for business laws to be enacted include protecting the interests of society, protecting consumers, and protecting companies from each other.

Select the correct option



True



False

[Click to Save Answer](#) [Click to Move to Next Question](#)

Question # 7 of 10 (Start time: 05:11:38 PM, 23 May 2021)

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



True



False

[Click to Save Answer](#) [Click to Next Question](#)

Question # 6 of 10 (Start time: 05:10:51 PM, 23 May 2021)

Total Marks: 1

Human needs are shaped by culture and individual personality.

Select the correct option



True



False

[Click to Save Answer or Move to Next Question](#)

Question # 5 of 10 (Start time: 05:10:05 PM, 23 May 2021)

Total Marks: 1

When backed by buying power, wants become demands.

Select the correct option



True



False

[Click to Go to Answer & Move to Next Question](#)

Question # 4 of 10 (Start time: 05:09:03 PM, 23 May 2021)

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

Select the correct option



True



False

[Click to Save Answer & Move to Next Question](#)

Question # 3 of 10 (Start time: 05:08:00 PM, 23 May 2021)

When firms take aggressive action to affect the publics and forces in their marketing environment, they are taking an environmental management perspective.

Select the correct option

☐

True

☐

False

[Click here to go to the Next Question](#)

Question # 2 of 10 (Start time: 05:07:08 PM, 23 May 2021)

Total Marks: 1

Tanveer Jafer works for a firm that is a distribution channel member that helps the company find customers or make sales to them. Tanveer works for a reseller.

Select the correct option

☐

True

☐

False

[Click to Save Answer & Move to Next Question](#)

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

Select the correct option



True



False

[Go to Question](#) [Go to Previous Question](#)



CT301 Quiz No 1

Quiz Start Time: 04:50 PM, 23 May 20

Question 1 of 10 (Start time: 04:50:36 PM, 23 May 2021)

Total Marks

The owner of the 21-store chain of bicycles, explained to the store managers at a recent sales meeting that marketers, more than any other group in the company, must be the trend trackers and opportunity seekers.

Select the correct option

True



False



Next Question >





Question # 9 of 10 (Question ID: 10455, 25 Marks, 23 May 2021)

Total

No single competitive marketing strategy is best for all companies.

Select the correct option:

True



False



Previous Question / Next Question





MG1201 Quiz No.1

Quiz Start Time: 04:50 PM, 23 May

Question 7 of 10 | Start time: 04:55:26 PM, 23 May 2021 |

Total:

When backed by buying power, needs become demands.

Select the correct option:

True



False



Submit Answer





Question # 6 of 10 (Time limit: 04:00 14 PM, 25 May 2021)

100%

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

Select the correct option:

True



False



Submit your answer





MIS3011-Quiz No. 1

Time Left: 30:00
Quiz Start Time: 04:55 PM, 23 May 2023

Question # 5 of 10 (Start time: 04:57:17 PM, 23 May 2023)

Total Marks: 1

When firms take aggressive action to affect the publics and forces in their marketing environment, they are taking an environmental management perspective.

Select the correct option

- | | |
|-----------------------|-------|
| ☐ | True |
| ☐ | False |

SUBMIT ANSWER





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3



GT301, Quiz No. 1

Quiz Start Time: 04:50 PM, 23 May

Question 8 of 15 (344% Score: 04.00/04 PM, 23 May 2021)

Total Ma

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

- ☐ True
- ☐ False

Click here to go to the next question





Today's marketers must be good at building relationships in order to connect effectively with customers, others in the company, and external partners.

Select the correct option

☐	True
☐	False

Submit Answer | Previous Question





Question # 2 of 10 | Start time: 04:51:01 PM, 23 May 2021

Consumer organizations such as environmental and minority groups may question a company's marketing decisions. This type of public is called the local public.

Select the correct option:

- | | |
|-----------------------|-------|
| ☐ | True |
| ☐ | False |

Submit Answer





New Quiz

Quiz: 100% (100%) 100% (100%) 100% (100%)

Question 1 of 10 | Start time: 04:50:22 PM, 23 May 2021

Total N

Marketing offers are limited to physical products.

Select the correct option

True



False



Quiz: 100% (100%)





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

Select the correct option



True



False

ANSWER HERE





Question 8 of 10 | Start time: 04:47:29 PM, 23 May 2021

Full

Human needs are shaped by culture and individual personality.

Select the correct option

☐ True☐ False

Submit Answer





MC201 Quiz No. 1

Quiz Start Time: 04:40 PM, 23 May 2021

Question 4 of 10 (Start time: 04:40:41 PM, 23 May 2021)

Total Mark

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

- | | |
|-----------------------|-------|
| ☐ | True |
| ☐ | False |

10/10 (100%) (0/0) (0/0) (0/0)





Question 8 of 10 (Quiz time: 04:45:45 PM, 23 May 2021)

Total

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

Select the correct option

☐ True☐ False

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Question 7 of 10 (Start time: 04:44:53 PM, 25 May 2021)

The production concept and product concept are two philosophies that can both lead to marketing myopia.

Select the correct option

True



False



Time remaining: 04:45:00





Question 6 of 10 (Start time: 04:43:24 PM, 23 May 2021)

Total 6

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

Select the correct option :

☐ True☐ False

ANSWER HERE TO GET POINTS





Question # 5 of 10 | Quiz Score: 04.44/10 PM, 23 May 2021 |

T

Most household income is used up in purchasing food, housing, and transportation.

Select the correct option:

☐ True☐ False

Previous Question Next Question





Question 9 of 10 (Time: 04:42:09 PM, 23 May 2021)

Total

As an employee of Bankers Enterprises, you market wild and crazy games for teens to play at parties. You work in the business market.

Select the correct option:

☐

True

☐

False

Previous



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

Select the correct option

☒ True

☐ False



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2



IT301 Quiz No. 1

Quiz Start Time: 04:40 PM, 23 May 2021

Question 3 of 10 (Start time: 04:40 PM, 23 May 2021)

Total Mark

Customer Relationship Management (CRM) is nothing more than a customer data management activity.

Select the correct option

☐ True☐ False

View Question History



Question # 4 of 10 (Start time: 02:12:18 PM, 23 May 2021)

Consumer organizations such as environmental and minority groups may question a company's marketing decisions. This type of public is called the local public.

Select the correct option



True



False

Question # 3 of 10 (Start time: 02:10:24 PM, 23 May 2021)

Today's marketers must be good at building relationships in order to connect effectively with customers, others in the company, and external partners.

Select the correct option

True



False



Question # 1 of 10 (Start time: 02:07:56 PM, 23 May 2021)

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



True



False

Question # 8 of 10 (Start time: 02:17:18 PM, 23 May 2021)

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



True



False

Question # 7 of 10 (Start time: 02:16:27 PM, 23 May 2021)

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

Select the correct option



True



False

Question # 6 of 10 (Start time: 02:14:46 PM, 23 May 2021)

The production concept and product concept are two philosophies that can both lead to marketing myopia.

Select the correct option



True



False

Question # 5 of 10 (Start time: 02:13:32 PM, 23 May 2021)

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

Select the correct option

True



False



Question # 9 of 10 (Start time: 02:18:24 PM, 23 May 2021)

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

True



False



Question # 10 of 10 (Start time: 02:19:18 PM, 23 May 2021)

Marketing offers are limited to physical products.

Select the correct option



True



False

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

Select the correct option



True



False