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MGT301 Quiz 1 Themes (1-4)

Mid Term



All VU Subjects Available Quizzes, Assignment and GDBs



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Quiz

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MGT301 - Principles of Marketing (Quiz No.1)

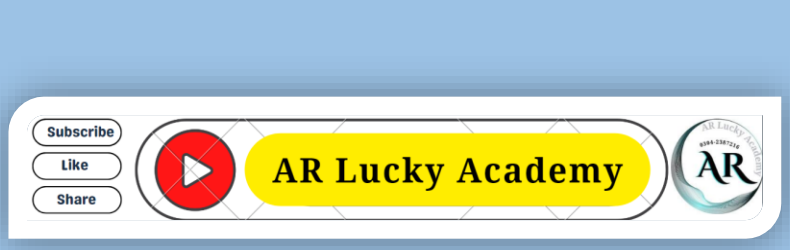
Question # 10 of 10 (Start time: 04:51:55 PM, 29 May 2023)

An SBU can be a company division, a product line within a division, or sometimes a single product or brand.

Select the correct option

- (●) True
- ( ) False

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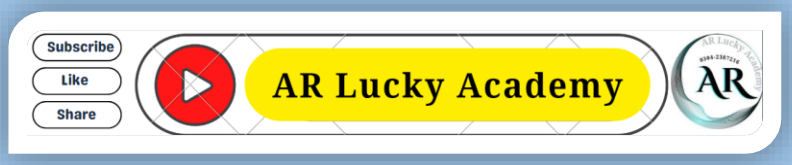
Question # 9 of 10 (Start time: 04:51:06 PM, 29 May 2023)

In the Boston Consulting Group approach, relative market share serves as a measure of company strength in the market.

Select the correct option

- (●) True
- ( ) False

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MGT301 - Principles of Marketing (Quiz No.1)

Question # 8 of 10 (Start time: 04:50:07 PM, 29 May 2023)

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

Select the correct option

- ○ False
- ◉ True

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MGT301 - Principles of Marketing (Quiz No.1)

Question # 7 of 10 (Start time: 04:48:52 PM, 29 May 2023)

At Air Online, "we provide online services," is a market-oriented business definition.

Select the correct option

- ○ True
- ◉ False

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MGT301 - Principles of Marketing (Quiz No.1)

Question # 6 of 10 (Start time: 04:47:38 PM, 29 May 2023)

Too much information can be as harmful as too little.

Select the correct option

- ○ False
- ● True

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MGT301 - Principles of Marketing (Quiz No.1)

Question # 5 of 10 (Start time: 04:46:46 PM, 29 May 2023)

Exploratory research is NOT a type of marketing research.

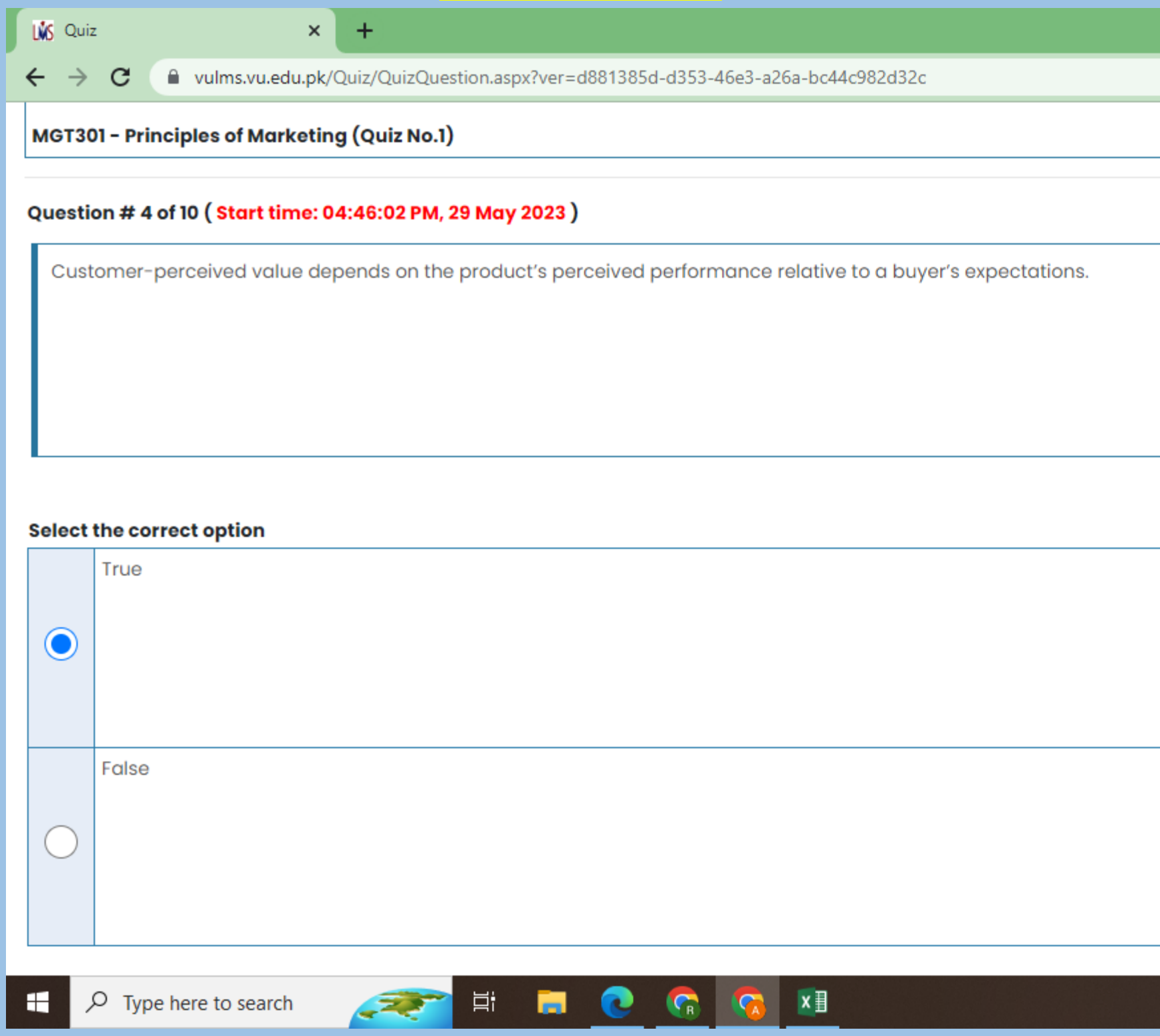
Select the correct option

- (●) False
- ( ) True

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MGT301 - Principles of Marketing (Quiz No.1)

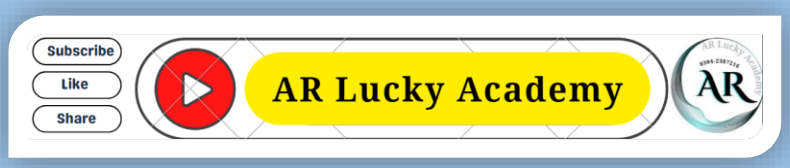
Question # 3 of 10 (Start time: 04:45:07 PM, 29 May 2023)

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

Select the correct option

- (●) False
- ( ) True

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Quiz | Mission statements should be re

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MGT301 - Principles of Marketing (Quiz No.1)

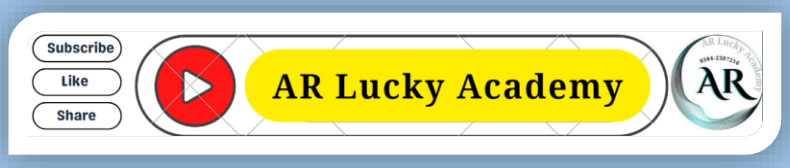
Question # 2 of 10 (Start time: 04:43:18 PM, 29 May 2023)

Mission statements should be realistic and general in nature.

Select the correct option

- ○ True
- ◉ False

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MGT301 - Principles of Marketing (Quiz No.1)

Question # 1 of 10 (Start time: 04:42:28 PM, 29 May 2023)

Significant reasons for business laws to be enacted include protecting the interests of society, protecting consumers, and protecting

Select the correct option

- ○ False
- ● True

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BC200414011: SUBHAN ASIF

MGT301 - Principles of Marketing (Quiz No.1)

Question # 10 of 10 (Start time: 02:21:17 PM, 29 May 2023)

In marketing, the social-ecological analysis focuses on the interrelationships among individuals, governments, and public policy.

Select the correct option

- (●) False
- ( ) True

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MGT301 - Principles of Marketing (Quiz No.1)

Question # 9 of 10 (Start time: 02:20:38 PM, 29 May 2023)

The collection of businesses and products that make up a company is called its marketing strategy.

Select the correct option

- ○ True
- ◉ False

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MGT301 - Principles of Marketing (Quiz No.1)

Question # 8 of 10 (Start time: 02:19:25 PM, 29 May 2023)

Ethnographic research is a technique used for data collection.

Select the correct option

- (●) True
- ( ) False

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MGT301 - Principles of Marketing (Quiz No.1)

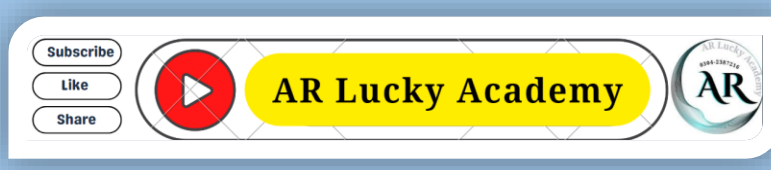
Question # 7 of 10 (Start time: 02:18:22 PM, 29 May 2023)

Guided by marketing strategy, the company designs a marketing mix made up of factors under its control—product, price, place, and

Select the correct option

- (●) True
- ( ) False

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MGT301 - Principles of Marketing (Quiz No.1)

Question # 6 of 10 (Start time: 02:17:08 PM, 29 May 2023)

Selling is managing profitable customer relationships.

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- (●) False
- ( ) True

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MGT301 - Principles of Marketing (Quiz No.1)

Question # 5 of 10 (Start time: 02:15:36 PM, 29 May 2023)

Marketers all agree that questionnaires are the most common research instrument.

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- (●) True
- ( ) False

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MGT301 - Principles of Marketing (Quiz No.1)

Question # 4 of 10 (Start time: 02:14:12 PM, 29 May 2023)

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

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- ○ False
- ● True

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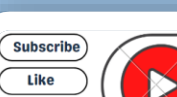
Question # 3 of 10 (Start time: 02:13:36 PM, 29 May 2023)

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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MGT301 - Principles of Marketing (Quiz No.1)

Question # 2 of 10 (Start time: 02:12:58 PM, 29 May 2023)

When backed by buying power, wants become demands.

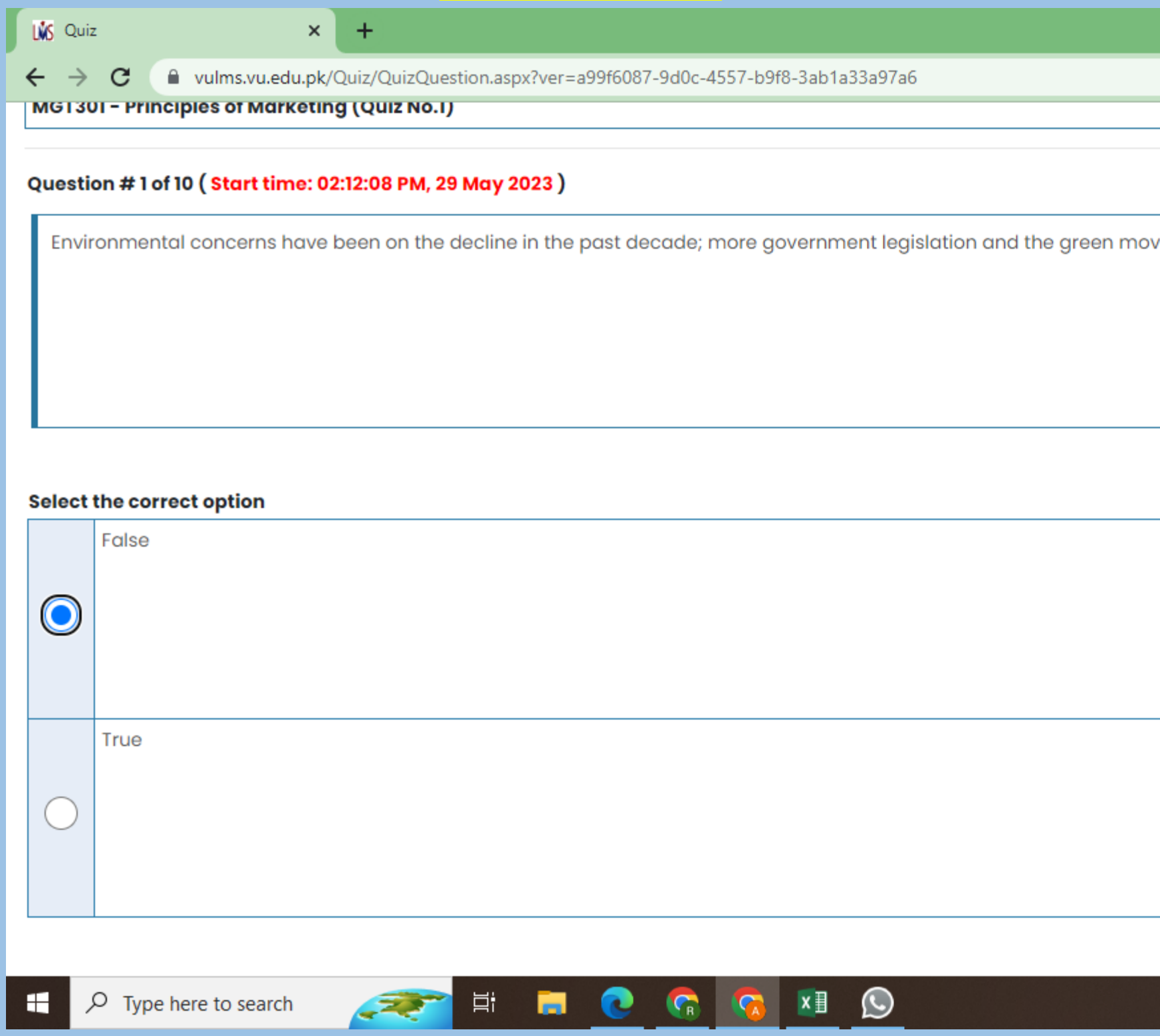
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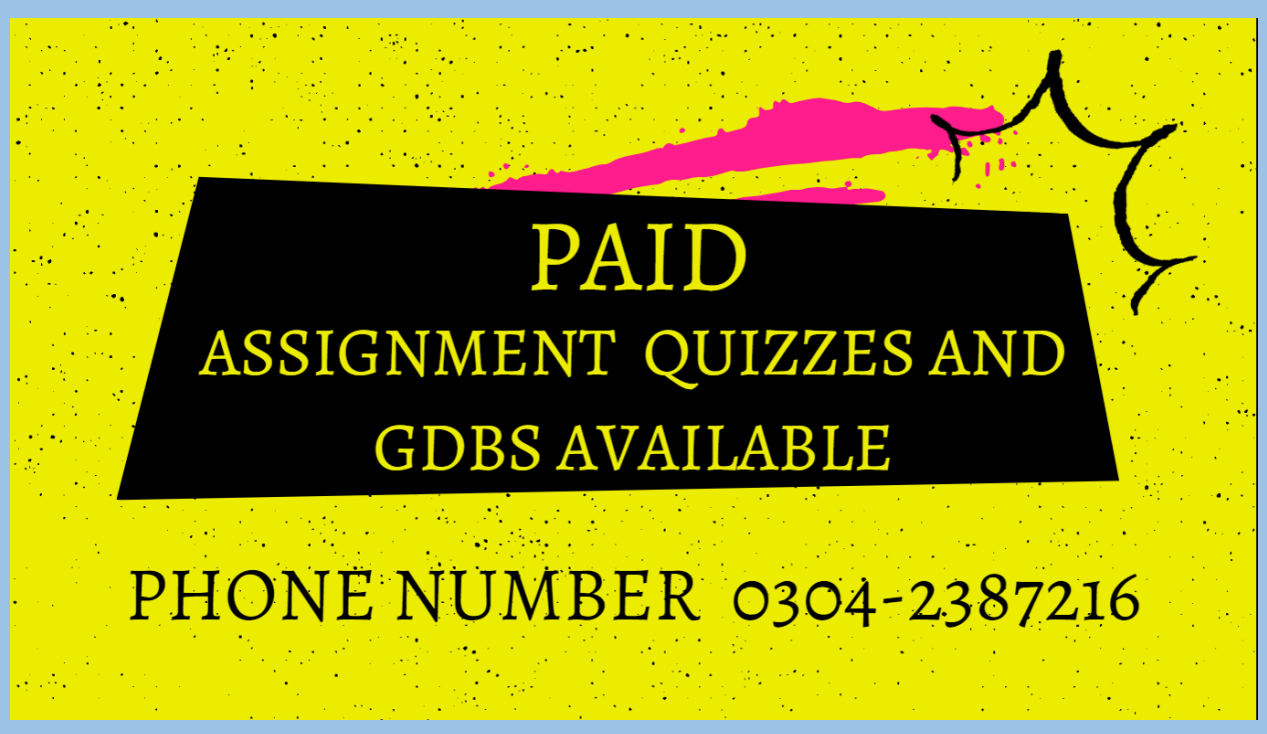
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- ◉ True

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