MGT301 Principles of Marketing

Quiz No.3 will be taken from Theme No.08 till 10

(Video Lectures Included: 90 till 134).

As Delivered by:

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MGT301:Quiz No.3

Quiz Start Time: 08:32 PM, 12 August 2021

Question # 1 of 10 (Start time: 08:32:51 PM, 12 August 2021)

Total Marks: 1

If the pull strategy is effective, consumers will then demand the product from channel members, who will in turn demand it from producers.

Select the correct option

- (●) True
- ( ) False

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165. If the pull strategy is effective, consumers will then demand the product from channel members, who will in turn demand it from producers.

a. True (Lesson no 32 Page no 167 Old Handouts)

b. False

MGT301:Quiz No.3 Quiz Start Time: 08:32 PM, 12 Augus

Question # 2 of 10 (Start time: 08:33:38 PM, 12 August 2021) Total M

Informative ads are used primarily in the growth stage of the product life cycle.

Select the correct option

- ○ True
- ● False

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207. Informative ads are used primarily in the growth stage of the product life cycle.

A. True **B. False**

MGT301:Quiz No.3 Quiz Start Time: 08:32 PM, 12 Augu

Question # 3 of 10 (Start time: 08:34:38 PM, 12 August 2021) Total

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

Select the correct option

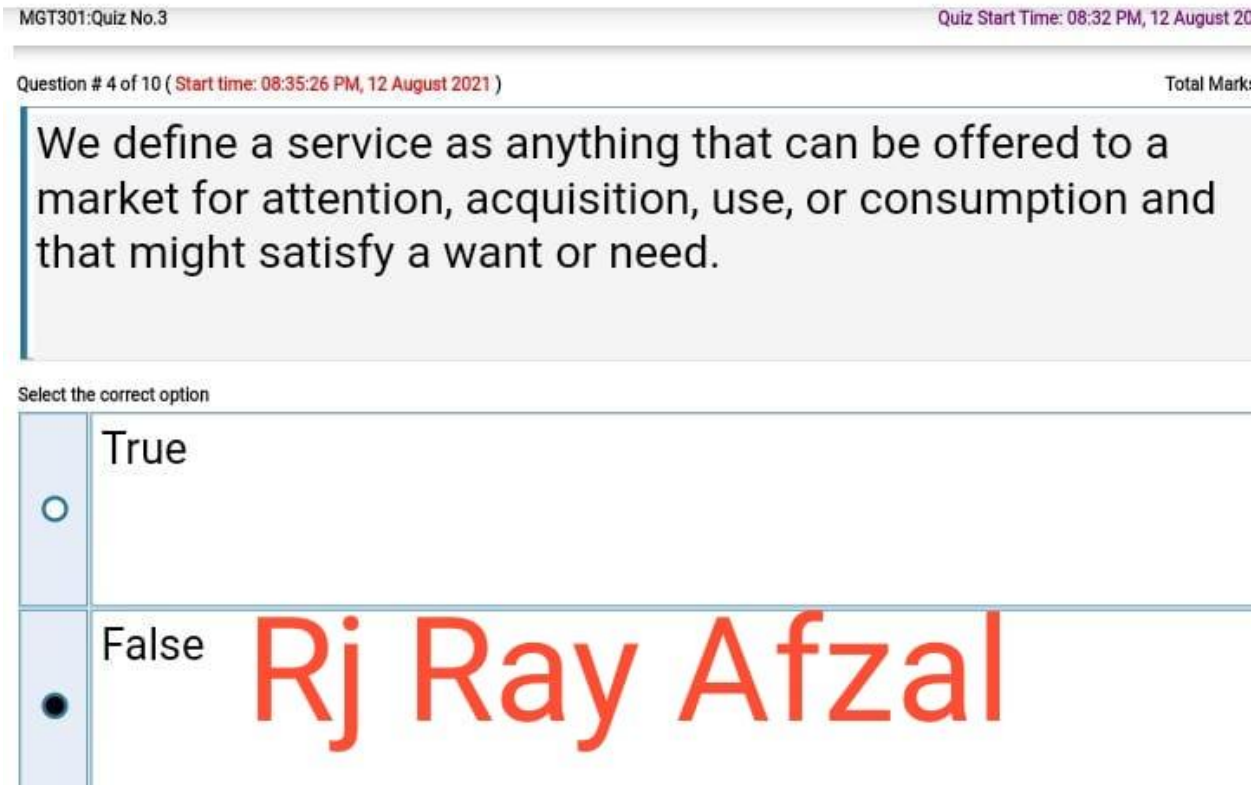
- (●) False
- ( ) True

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

a. True

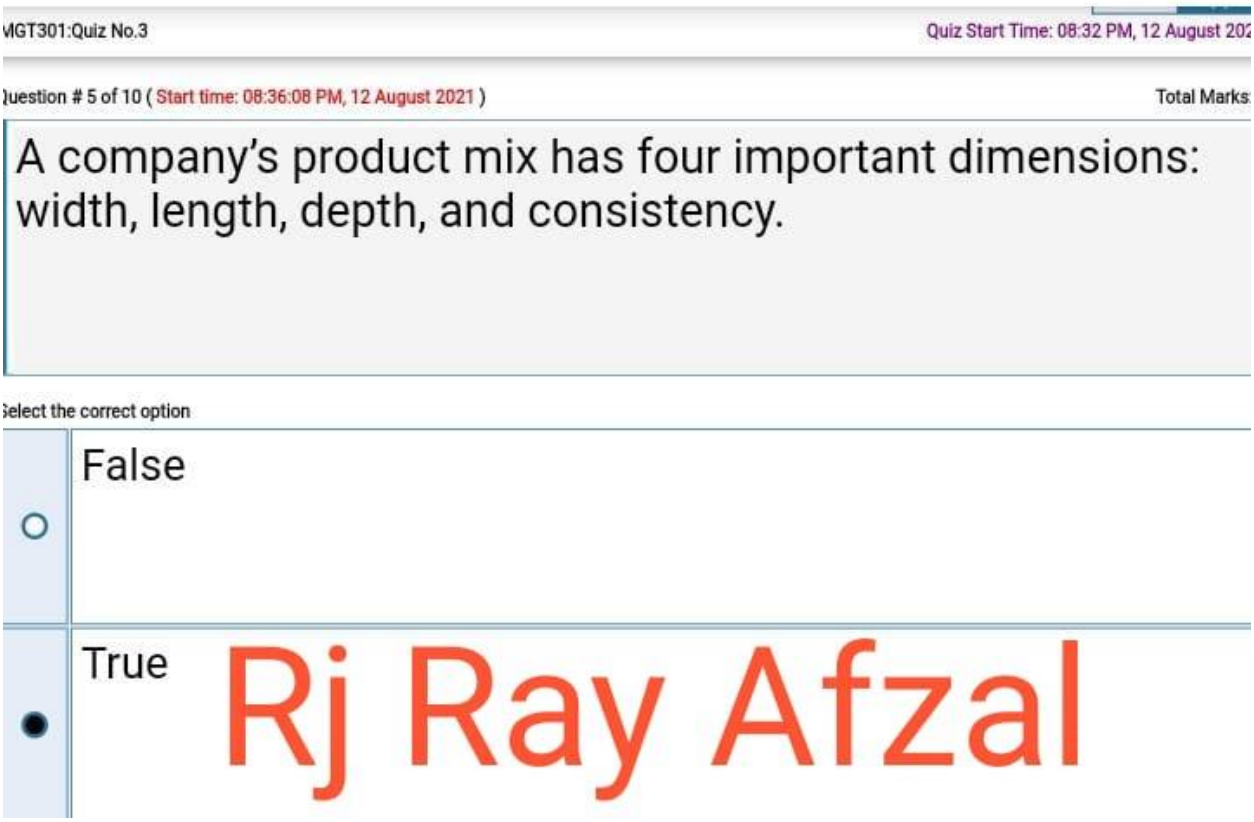
b. False (False; Moderate)



179. We define service as anything that can be offered to a market for attention, acquisition, use or consumption and that might satisfy a want or need.

a. True

b. False (100 % Sure)



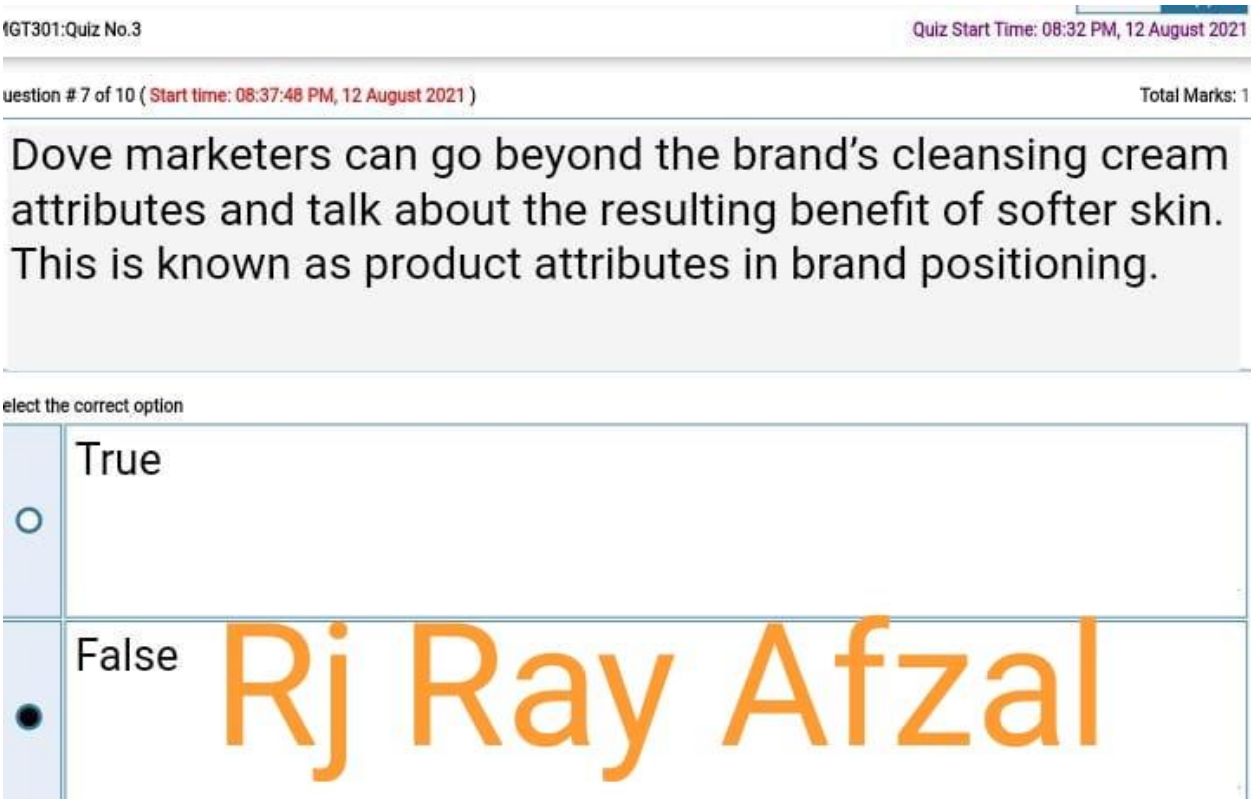
186. A company's product mix has four important dimensions: width, length, depth and consistency.

a. True (Lesson no 13 Page no 570 Original Book) b. False



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

(True; p. 263; Easy)



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

a. True **b. False (False; Challenging; p. 292)**

MGT301:Quiz No.3 Quiz Start Time: 08:32 PM, 12 August

Question # 8 of 10 (Start time: 08:38:10 PM, 12 August 2021) Total Ma

One important quality for a brand name is that it should translate easily into foreign languages.

Select the correct option

- ● True
- ○ False

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163. One important quality for a brand name is that it should translate easily into foreign languages.

a. True (Lesson no 20 Page no 97 Old Handouts) b. False

MGT301:Quiz No.3 Quiz Start Time: 08:32 PM, 12 August 202

Question # 9 of 10 (Start time: 08:38:39 PM, 12 August 2021) Total Marks:

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

Select the correct option

- True
- False

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

A. True (Original book page no 788 not handouts) B. False

MGT301:Quiz No.3 Quiz Start Time: 08:32 PM, 12 August 2021

Question # 10 of 10 (Start time: 08:39:10 PM, 12 August 2021) Total Marks: 1

Customers come to know a brand through a wide range of contacts and touch points. These include word of mouth, personal interactions with company people, telephone interactions, and company Web pages. Many brands are not maintained by advertising but by brand experience

Select the correct option

○	False
●	True

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190. Customers come to know a brand through a wide range of contacts and touch points. These include word of mouth, personal interactions with company Web pages. Many brands are not maintained by advertising but by brand experience.

a. True (Chapter no 13 Page no 567 Original Book) b. False

Question # 1 of 10 (Start time: 08:20:58 PM, 12 August 2021)

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

Select the correct option

○	False
●	True

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

a. True (True; p. 263; Easy) b. False

MGT301:Quiz No.3 Quiz Start Time: 08:20 PM, 12 August 2021

Question # 2 of 10 (Start time: 08:22:20 PM, 12 August 2021) 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

132. 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.

a. True (True; p. 277; Moderate) b. False

MGT301:Quiz No.3 Quiz Start Time: 08:20 PM, 12 August 2021

Question # 3 of 10 (Start time: 08:23:01 PM, 12 August 2021) Total Marks: 1

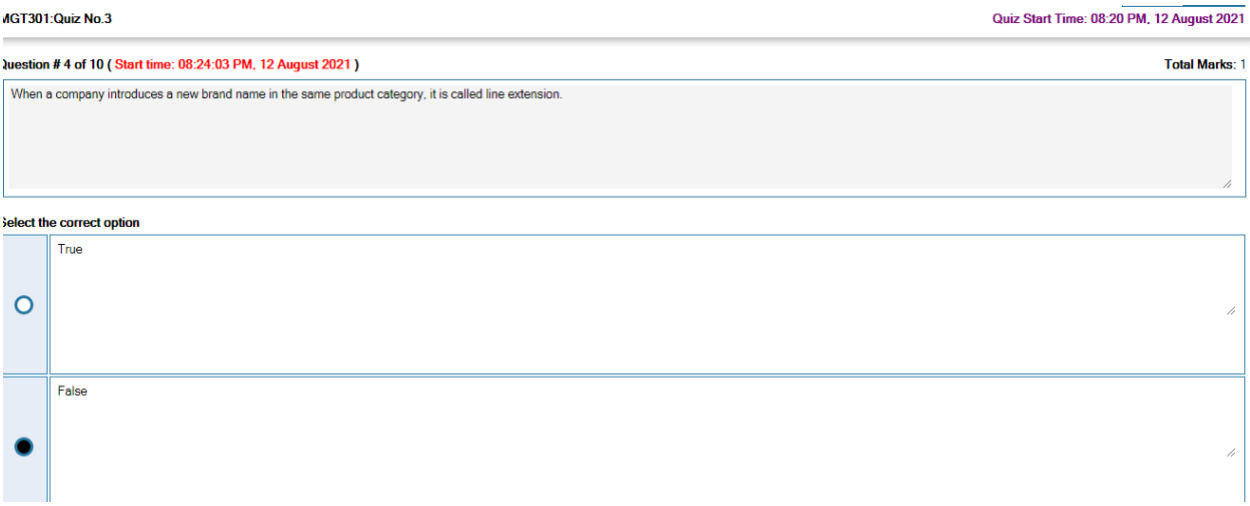
Sales promotion consists of short-term incentives to encourage purchases or sales of a product or service.

Select the correct option

- False
- True

174. Sales promotion consists of short-term incentives to encourage purchases or sales of a product or service.

a. True (Lesson no 34 Page no 175 Old Handouts) b. False



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

a. True **b. False (100% Sure)**

MGT301:Quiz No.3 Quiz Start Time: 08:20 PM, 12 August 2021

Question # 5 of 10 (Start time: 08:24:53 PM, 12 August 2021) 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

218. 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.

(True; p. 277; Easy)

MGT301:Quiz No.3 Quiz Start Time: 08:20 PM, 12 August 2021

Question # 6 of 10 (Start time: 08:25:28 PM, 12 August 2021) Total Marks: 1

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

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

a. True **b. False (False; Challenging; p. 292)**

MGT301:Quiz No.3 Quiz Start Time: 08:20 PM, 12 August 2021

Question # 7 of 10 (Start time: 08:26:07 PM, 12 August 2021) Total Marks: 1

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

Select the correct option

- ● False
- ○ True

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

(False; p. 273; Challenging)

MGT301:Quiz No.3 Quiz Start Time: 08:20 PM, 12 August 2021

Question # 8 of 10 (Start time: 08:26:55 PM, 12 August 2021) Total Marks: 1

A break-even chart shows the total cost and total revenue expected at various sales volume levels.

Select the correct option

- (●) True
- ( ) False

235. A break-even chart shows the total cost and total revenue expected at various sales volume levels.

(True; p. 267; Easy)

MGT301:Quiz No.3 Quiz Start Time: 08:20 PM, 12 August 2021

Question # 9 of 10 (Start time: 08:27:35 PM, 12 August 2021) 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

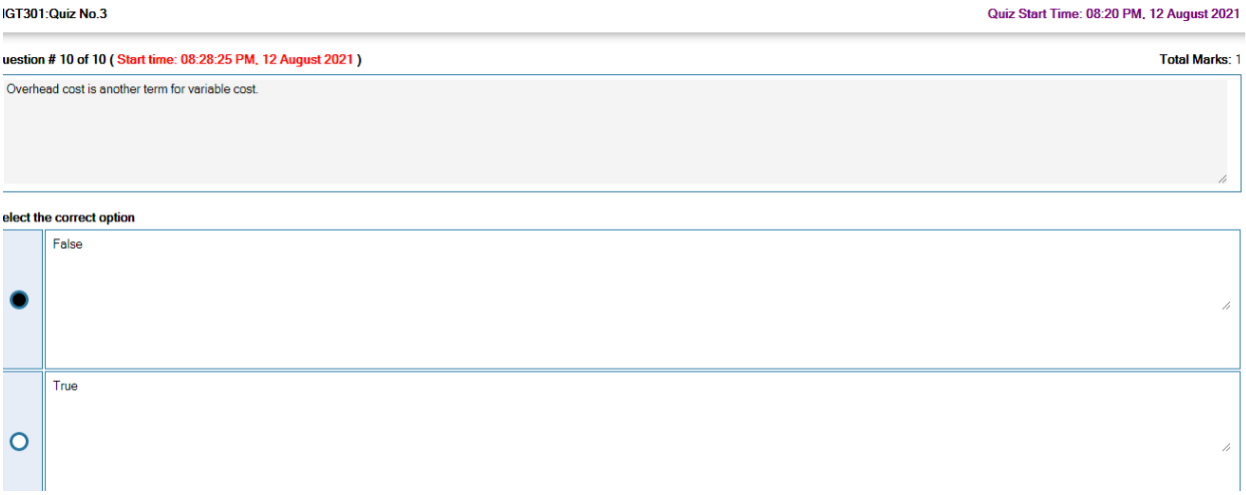
- ( ) True
- (●) False

.45. An increasing number of retailers and wholesalers have created their own

›rands-such as Hyper Star offering variety of food products. This is called

:o-branding.

ı. True **b. False (False; p. 233; Challenging; LO3)**



226. *Overhead cost* is another term for *variable cost.*

(False; p. 266; Easy)