03063548328 Sonu Ilyas Mughal

MKT501 - Marketing Management

Grand Quiz 2020 (Covid-19)

100% Correct Solve (Alhamdulilah)

BY Virtual Assistance Sonu Ilyas Mughal

Sindh, Pakistan

03063548328

sonuilyasmughal@gmail.com

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Quiz Start Time: 08:13 AM, 29

Question # 1 of 30 (Start time: 08:13:39 AM, 29 December 2020)

Pizza hut has its own distribution channels and retail outlets, this comes under which of the vertical integration strategy?

Select the correct option

- ○ Backward integration
- ◉ Forward integration
- ○ Balanced integration
- ○ Equal integration

Sonu Ilyas Mughal

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Quiz Start Time: 08:13 AM, 29 December 2020

Question # 2 of 30 (Start time: 08:14:20 AM, 29 December 2020)

Total Marks: 1

_____ is the sum of all experiences that a customer goes through during the time he gets attracted to the product or service and the time period that he stays loyal to it.

Select the correct option

- [x] Customer experience
- [ ] Customer lifetime value
- [ ] Customer experience management
- [ ] Customer value

Sonu Ilyas Mughal

Click to Save Answer & Move to Next Question

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Quiz Start Time: 08:13 AM, 2

Question # 3 of 30 (Start time: 08:15:13 AM, 29 December 2020)

In _____ stage of product life cycle, the product becomes very popular, thereby sales rise and profits improve.

Select the correct option

- ○ Introduction
- ◉ Growth
- ○ Maturity
- ○ Decline

Sonu Ilyas Mughal

Click to Save Answer & Move to

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Question # 4 of 30 (Start time: 08:15:34 AM, 29 December 2020)

Which of the following is NOT the pricing objective(s) of the brand?

Select the correct option

Sonu Ilyas Mughal

- ○ Maximize long run profit
- ○ Increase sales
- ○ Increase market share
- ◉ Increase price

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Quiz Sta

Question # 5 of 30 (Start time: 08:15:55 AM, 29 December 2020)

Which of the following is an example of uncontrollable factor?

Select the correct option

Sonu Ilyas Mughal

- ○ Corporate culture
- ◉ Consumer
- ○ Corporate vision
- ○ Corporate objectives

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Quiz Start Time: 08:1

Question # 6 of 30 (Start time: 08:16:19 AM, 29 December 2020)

Pressure groups are included in which of the following environment?

Select the correct option

- ○ Task
- ◉ Broad
- ○ Small
- ○ Big

Sonu Ilyas Mughal

Click to Save Answer & M

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Quiz Start Time: 08:13 AM, 29 December 2020

Question # 7 of 30 (Start time: 08:16:41 AM, 29 December 2020) Total Marks: 1

While taking stock of internal resources of company one needs to take account of time available, finances and human capacities available. So taking stock of all these internal resources of the company may collectively refer to _____ of the company.

Select the correct option

- [x] Identifying resources
- [ ] Consumer analysis
- [ ] Competitor analysis
- [ ] SWOT analysis

Sonu Ilyas Mughal

Click to Save Answer & Move to Next Question

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Question # 8 of 30 (Start time: 08:17:07 AM, 29 December 2020)

The only revenue generating element of Marketing Mix is:

Select the correct option

Sonu Ilyas Mughal

- ○ Product
- ◉ Price
- ○ Place
- ○ Promotion

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Quiz Start Time: 08:13 AM,

Question # 9 of 30 (Start time: 08:17:35 AM, 29 December 2020)

Decisions regarding covering area of a product are included in which of the following marketing strategy of a market plan?

Select the correct option

- [x] Distribution
- [ ] Promotion
- [ ] Pricing
- [ ] Product

Sonu Ilyas Mughal

Click to Save Answer & Move t

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Quiz Start Time: 08:13 AM, 29 Dece

Question # 10 of 30 (Start time: 08:17:54 AM, 29 December 2020) Tot

Which of the following best describes the pricing strategy where retailers set the price of the products suggested by the manufacturer?

Select the correct option

- (●) Retail pricing
- ( ) Manufacturer pricing
- ( ) Consumer pricing
- ( ) Premium pricing

Sonu Ilyas Mughal

Click to Save Answer & Move to Next Q

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Quiz Start Time: 08:13 A

Question # 11 of 30 (Start time: 08:18:16 AM, 29 December 2020)

Which of the following is NOT included in business analysis?

Select the correct option

- [x] Management analysis
- [ ] Cost analysis
- [ ] Sales forecast
- [ ] Profit analysis

Sonu Ilyas Mughal

Click to Save Answer & Mov

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Quiz Start Time: 08:13 AM, 29 December 2020

Question # 12 of 30 (Start time: 08:18:36 AM, 29 December 2020) **Total Marks:** 1

This leadership strategy is wherein in order to be competitive companies appeal to price-sensitive customers by offering lowest possible prices as compared to the rest of the competitors.

Select the correct option

- (●) Cost leadership strategy
- ( ) Differentiation strategy
- ( ) Horizontal
- ( ) Vertical

Sonu Ilyas Mughal

Click to Save Answer & Move to Next Question

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Question # 13 of 30 (Start time: 08:19:01 AM, 29 December 2020)

Which of the following types of containers is used for packaging of products?

Select the correct option

Sonu Ilyas Mughal

- ○ Boxes
- ○ Cans
- ○ Cartons
- ◉ All of the given options

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Question # 14 of 30 (Start time: 08:19:25 AM, 29 December 2020)

An outlet of Nishat Linen in Emporium Mall, Lahore is an example of:

Select the correct option

Sonu Ilyas Mughal

- ○ Wholesaler
- ◉ Retailer
- ○ Producer
- ○ None of the given options

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Quiz Start Time: 08:13 AM, 29 December 2020

Question # 15 of 30 (Start time: 08:20:17 AM, 29 December 2020) **Total Marks:** 1

Which of the following concepts deals in research oriented approach for identifying consumers actual needs and wants for developing company's sustainable competitive advantage?

Select the correct option

- ○ Product Orientation
- ○ Production Orientation
- ○ Sales Orientation
- ◉ Marketing Orientation

Sonu Ilyas Mughal

Click to Save Answer & Move to Next Question

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Quiz Start T

Question # 16 of 30 (Start time: 08:20:47 AM, 29 December 2020)

BATA shoes sets the price as 1049, 4599 etc. It is an example of:

Select the correct option

Sonu Ilyas Mughal

- (●) Psychological pricing
- ( ) Physiological pricing
- ( ) Individual pricing
- ( ) Retail pricing

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Quiz Start Time: 08:13 AM, 29 December 20

Question # 17 of 30 (Start time: 08:21:12 AM, 29 December 2020)

Total Marks

Which of the following markets involve buying and selling of goods for their utility and enabling them to make or re-sell a product to others?

Select the correct option

- ○ Consumer markets
- ◉ Business markets
- ○ Global markets
- ○ Government markets

Sonu Ilyas Mughal

Click to Save Answer & Move to Next Question

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Quiz Start

Question # 18 of 30 (Start time: 08:21:35 AM, 29 December 2020)

One of the most important objectives of pricing is:

Select the correct option

Sonu Ilyas Mughal

- [x] Maintaining the market share
- [ ] Attract potential customers
- [ ] Avoid threats
- [ ] Risk aversion

Click to Save An

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Quiz Start Time: 0

Question # 19 of 30 (Start time: 08:21:56 AM, 29 December 2020)

The packaging that provides additional protection to products is called:

Select the correct option

Sonu Ilyas Mughal

- Primary packaging
- Secondary packaging
- Tertiary packaging
- Decorative packaging

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Quiz Start Time:

Question # 20 of 30 (Start time: 08:22:18 AM, 29 December 2020)

Which of the following emphasizes on profit margins rather than revenue?

Select the correct option

Sonu Ilyas Mughal

- ○ Market leader
- ○ Market challenger
- ◉ Market nicher
- ○ Market follower

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Quiz Start Time: 08:13 AM, 29 D

Question # 21 of 30 (Start time: 08:22:40 AM, 29 December 2020)

Which of the following options is NOT related to decisions regarding commercialization stage of New Product Development?

Select the correct option

- ○ When to launch the product?
- ○ Where to launch the product?
- ◉ Why to launch the product?
- ○ How to launch the product?

Sonu Ilyas Mughal

Click to Save Answer & Move to Nex

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Quiz Start Time: 08:13 AM,

Question # 22 of 30 (Start time: 08:23:02 AM, 29 December 2020)

Which of the following option could be different for different people around the globe on the basis of income level and culture?

Select the correct option

- [x] Need
- [ ] Want
- [ ] Demand
- [ ] Habit

Sonu Ilyas Mughal

Click to Save Answer & Move to

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Quiz Start Time: 08:13 AM, 29 Decer

Question # 23 of 30 (Start time: 08:23:24 AM, 29 December 2020) Tota

A firm is producing standardized products and enjoying the economies of scale by producing more. The firm is following which of the following strategy?

Select the correct option

- ○ Differentiation strategy
- ◉ Cost leadership strategy
- ○ Market dominance strategy
- ○ Market segmentation strategy

Sonu Ilyas Mughal

Click to Save Answer & Move to Next Qu

03063548328 Sonu Ilyas Mughal

sec(s)

MKT501:Grand Quiz

Quiz Start Time: 08:13 AM, 29 December 2020

Question # 24 of 30 (Start time: 08:23:48 AM, 29 December 2020)

Total Marks: 1

_____ product is basic level product and represents the core benefits that the customer wants to buy. E.g. when a customer buys a car he looks for catering his need of transport and convenience.

Select the correct option

- (●) Core
- ( ) Actual
- ( ) Augmented
- ( ) Impulse

Sonu Ilyas Mughal

Click to Save Answer & Move to Next Question

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Quiz Start Time: 08:13 AM, 29 Dec

Question # 25 of 30 (Start time: 08:24:10 AM, 29 December 2020)

Sara is feeling hungry and wants to have his lunch only with a burger of KFC. This scenario categorized under which of the following option?

Select the correct option

- ○ Need
- ◉ Want
- ○ Demand
- ○ Habit

Sonu Ilyas Mughal

Click to Save Answer & Move to Next

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Quiz Start Time: 08:13 AM, 29 Dece

Question # 26 of 30 (Start time: 08:24:30 AM, 29 December 2020) Tot

Which of the following option is a controllable factor for marketers?

Select the correct option

- Competition
- Technology
- Corporate culture
- Economy

Sonu Ilyas Mughal

Click to Save Answer & Move to Next Q

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Quiz St

Question # 27 of 30 (Start time: 08:24:52 AM, 29 December 2020)

At which stage of New Product Development, a physical prototype or mock-up is produced?

Select the correct option

Sonu Ilyas Mughal

- ○ Idea screening
- ○ Concept development
- ○ Concept testing
- ◉ Beta testing

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Quiz Start Time: 08:13 AM, 29 December 2020

Question # 28 of 30 (Start time: 08:25:18 AM, 29 December 2020)

Total Marks: 1

In which one of the following market dominance strategies, a marketer focuses on substantial market share, extensive distribution arrangements for retailers and innovative business models?

Select the correct option

- [x] Market leader
- [ ] Market challenger
- [ ] Market follower
- [ ] Market nicher

Sonu Ilyas Mughal

Click to Save Answer & Move to Next Question

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Quiz Sta

Question # 29 of 30 (Start time: 08:25:41 AM, 29 December 2020)

While considering the place for a product which of the following option is important for customers?

Select the correct option

Sonu Ilyas Mughal

- ○ Communication
- ◉ Convenience
- ○ Cost
- ○ Solution

03063548328 Sonu Ilyas Mughal

MKT501:Grand Quiz

Quiz Start Time: 08:13 AM,

Question # 30 of 30 (Start time: 08:26:13 AM, 29 December 2020)

Marketing plan is the sub part of which of the following options?

Select the correct option

- (●) Business plan
- ( ) Consumer plan
- ( ) Situation plan
- ( ) Financial plan

Sonu Ilyas Mughal

Click to Save Answer & Move to

03063548328 Sonu Ilyas Mughal

VIRTUAL ASSISTANCE
WITH SONU MUGHAL
ONLINE ACADEMY FOR ALL SUBJECTS AND PROJECTS OF VU

0306 3548328
sonuilyasmughal@gmail.com

Subjects Enrolment
1) Lecture live on Zoom
2) Written Lectures (pdf)
3) Recorded Videos
4) Topic wise Notes
5) Short QA Solved
6) MCQs Solved
7) Solved Past and Current paper
8) Solved Graded Activities
(Assignment Quiz GDB)

Activity
Detailed
Information

Project Enrolment Complete training with
Live classes on Zoom
1) SRS (Software Requirements Specification)
2) DD (Design Document)
3) Test phase
a) Test phase viva (Live Classes for viva preparation)
4) Final Deliverable
a) Final coding
b) Final presentation
c) Final report
d) Pre final viva (Coding Viva)
e) Final viva (Overall Presentation)

First See Our Result
Than Join Us!

VIRTUAL ASSISTANCE
WITH SONU MUGHAL
ONLINE ACADEMY FOR ALL SUBJECTS AND PROJECTS OF VU

0306 3548328
sonuilyasmughal@gmail.com

Subjects Enrolment
1) Lecture live on Zoom
2) Written Lectures (pdf)
3) Recorded Videos
4) Topic wise Notes
5) Short QA Solved
6) MCQs Solved
7) Solved Past and Current paper
8) Solved Graded Activities
(Assignment Quiz GDB)

Activity
Detailed
Information

Project Enrolment Complete training with
Live classes on Zoom
1) SRS (Software Requirements Specification)
2) DD (Design Document)
3) Test phase
a) Test phase viva (Live Classes for viva preparation)
4) Final Deliverable
a) Final coding
b) Final presentation
c) Final report
d) Pre final viva (Coding Viva)
e) Final viva (Overall Presentation)

First See Our Result
Than Join Us!

03063548328 Sonu Ilyas Mughal



Virtual University

SONU ILYAS MUGHAL

ONLINE ACADEMY FOR AL SUBJECTS

and Projects with **Sonu Mughal**

Online Academy For all subjects
and Projects with Sonu Mughal
If you need any assistance
For **Mid Term Quiz**, **Special Assignment**,
Graded Activities, **Final Exam Preparation**
100 % MARKS Surety otherwise **REFUND**

First Come First Serve
Reserve your seat before

15 December 2020

First see our previous Result then Enroll with satisfaction
Virtual Assistance Sonu Mughal

CONTACT

WHATSAPP: 03063548328
FB: FB.COM/SUMBALILYASMUGHAL.MUGHAL
EMAIL: SONUILYASMUGHAL@GMAIL.COM.COM