VIRTUAL UNIVERSITY OF PAKISTAN

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CORRECT ANSWER SOLVED BY HADI
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(Final Term Past Paper)

MADE AND SOLVED BY TEAM HADI

WARNING: Team HADI is not responsible for any mistake or wrong answer. All students reading and using this document may check and confirm the answers at their own.

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Best of luck!

مہربانی کرکے میری امی جان کے لیے دعا کر دینا اُن کی ۲۰۲۱ میں وافات ہوگی تھی، شکریہ (ہادی)

MGT301 - Principles of Marketing (Quiz No.3) **Quiz Start Time: 09:29 AM, 21 July 2023**

Question # 6 of 10 (Start time: 09:34:03 AM, 21 July 2023) **Total Marks:** 1

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

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Select the correct option

- (●) False
- ( ) True

MGT301 - Principles of Marketing (Quiz No.3)

Quiz Start Time: 09:29 AM, 21 July 2023

Question # 7 of 10 (Start time: 09:34:59 AM, 21 July 2023)

Total Marks: 1

The service-profit chain means the set of all product lines and items that a particular seller offers for sale.

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Select the correct option

- (●) False
- ( ) True

MGT301 - Principles of Marketing (Quiz No.3) **Quiz Start Time: 09:29 AM, 21 July 2023**

Question # 3 of 10 (Start time: 09:31:41 AM, 21 July 2023) **Total Marks:** 1

Co-branding is a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything. Examples are banking, hotel, airline, retail, tax preparation, and home repair.

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Select the correct option

- ○ False
- ◉ True

MGT301 - Principles of Marketing (Quiz No.3) **Quiz Start Time: 09:29 AM, 21 July 2023**

Question # 1 of 10 (Start time: 09:29:38 AM, 21 July 2023) **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.

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Select the correct option

- (●) True
- ( ) False

MGT301 - Principles of Marketing (Quiz No.3) **Quiz Start Time: 09:29 AM, 21 July 2023**

Question # 9 of 10 (Start time: 09:36:32 AM, 21 July 2023) **Total Marks:**

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

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Select the correct option

- (●) False
- ( ) True

MGT301 - Principles of Marketing (Quiz No.3) **Quiz Start Time: 09:29 AM, 21 July 2023**

Question # 2 of 10 (Start time: 09:30:50 AM, 21 July 2023) **Total Marks:** 1

Shopping For The Rich and Famous is a buying service that helps wealthy clients find the best buys in exclusive clothing, high-end cars, travel, and financial services. This firm would use income segmentation.

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Select the correct option

- (●) True
- ( ) False



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