



# MGT301 QUIZ(3)

Theme 9 and 10

## **RIZ MUGHAL** **SQA ENGINEER:**

I'm providing 100% correct quiz solution.

You can visit my YouTube channel for more quiz solution, also final year project including project assignments, and viva.

## **YOUTUBE:**

<https://www.youtube.com/channel/UCINsFwDiB62SValCcPDZbRQ/playlists>

## **FACEBOOK:**

<https://www.facebook.com/groups/923887914750307>

Question # 1 of 10 ( Start time: 01:53:31 PM, 12 February 2021 )

Total M

Manufacturers may offer an allowance in return for the retailer's agreement to feature the manufacturer's products in some way.

Select the correct option

<input checked="" type="radio"/>	True
<input type="radio"/>	False

RIZ MUGHAL


Question # 2 of 10 ( Start time: 01:53:48 PM, 12 February 2021 )

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

Select the correct option

<input checked="" type="checkbox"/>	True
<input type="checkbox"/>	False

*RIZ MUGHAL*



Question # 3 of 10 ( Start time: 01:54:09 PM, 12 February 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

<input checked="" type="radio"/>	True
<input type="radio"/>	False

RIZ MUGHAL

R

Question # 4 of 10 ( Start time: 01:55:10 PM, 12 February 2021 )

Slice of life, lifestyle, and personality symbol are all parts of public relations.

Select the correct option

<input type="radio"/>	True
<input checked="" type="radio"/>	False

RIZ MUGHAL

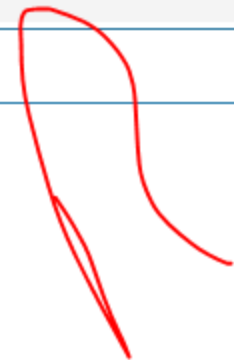
Question # 5 of 10 ( Start time: 01:55:32 PM, 12 February 2021 )

Value-based pricing is the reverse of cost-based pricing.

Select the correct option

<input checked="" type="checkbox"/>	True
<input type="checkbox"/>	False

RIZ MUGHAL



Question # 6 of 10 ( Start time: 01:55:51 PM, 12 February 2021 )


Total Marks: 1

Companies that set a low initial price in order to get their "foot in the door" quickly and deeply, attract a large number of buyers quickly, and win a large market share practice market-skimming pricing.

Select the correct option

<input type="radio"/>	True	
<input checked="" type="radio"/>	False	

*RIZ MUGHAL*



Question # 7 of 10 ( Start time: 01:56:07 PM, 12 February 2021 )

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

Select the correct option

<input checked="" type="checkbox"/>	True
<input type="checkbox"/>	False

*RIZ MUGHAL*





Question # 8 of 10 ( Start time: 01:56:22 PM, 12 February 2021 )

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

Select the correct option

<input checked="" type="checkbox"/>	True
<input type="checkbox"/>	False

RIZ MUGHAL

Question # 9 of 10 ( Start time: 01:56:38 PM, 12 February 2021 )

Competitors' prices and offers are external factors that companies have to deal with.

Select the correct option

<input checked="" type="checkbox"/>	True
<input type="checkbox"/>	False

RIZ MUGHAL

R

Question # 10 of 10 ( Start time: 01:56:53 PM, 12 February 2021 )

Total Marks

The demand curve shows the number of units the market will buy in a given time period at different prices that might be charged. In normal cases, the higher the price, the higher the demand.

Select the correct option

<input type="radio"/>	True
<input checked="" type="radio"/>	False

RIZ MUGHAL

2<sup>nd</sup> account

Question # 1 of 10 ( Start time: 02:09:21 PM, 12 February 2021 )

Total Marks:

A specific communication task to be accomplished with a specific target audience during a specific period of time is called an advertising objective.

Select the correct option

<input checked="" type="radio"/>	True
<input type="radio"/>	False

**RIZ MUGHAL**

*R*

Question # 2 of 10 ( Start time: 02:09:43 PM, 12 February 2021 )

Slice of life, lifestyle, and personality symbol are all parts of public relations.

Select the correct option

<input type="radio"/>	True
<input checked="" type="radio"/>	False

RIZ MUGHAL

Question # 3 of 10 ( Start time: 02:09:57 PM, 12 February 2021 )

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

Select the correct option

<input checked="" type="checkbox"/>	True
<input type="checkbox"/>	False

RIZ MUGHAL



Question # 4 of 10 ( Start time: 02:10:10 PM, 12 February 2021 )

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

Select the correct option

<input checked="" type="checkbox"/>	True
<input type="checkbox"/>	False

*RIZ MUGHAL*



Question # 5 of 10 ( Start time: 02:10:25 PM, 12 February 2021 )

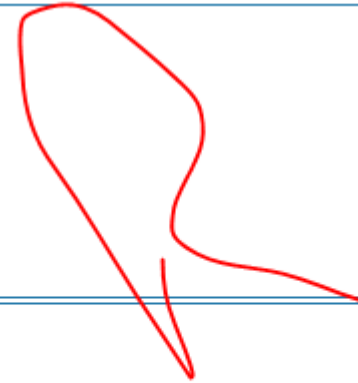
Total Marks: 1

Advertisers look for media that showcase the product effectively. Fashions are best advertised on television, and automobile performance is best in color magazines.

Select the correct option

<input type="radio"/>	True
<input checked="" type="radio"/>	False

RIZ MUGHAL





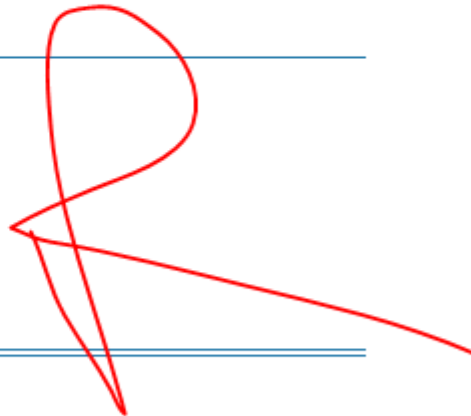
Question # 6 of 10 ( Start time: 02:10:40 PM, 12 February 2021 )

Value-based pricing is when costs vary directly with the level of product.

Select the correct option

<input type="radio"/>	True
<input checked="" type="radio"/>	False

RIZ MUGHAL



Question # 7 of 10 ( Start time: 02:10:55 PM, 12 February 2021 )

Total Mark

Major factors are changing the face of today's marketing communications. Mass markets have fragmented; thus, marketers are shifting away from mass marketing.

Select the correct option

<input checked="" type="checkbox"/>	True
<input type="checkbox"/>	False

*RIZ MUGHAL*

*R*

Question # 8 of 10 ( Start time: 02:11:11 PM, 12 February 2021 )


Total Marks

An e-mail from a company that offers free shipping on your next purchase of more than Rs3000/= is an example of sales promotion.

Select the correct option

<input checked="" type="checkbox"/>	True
<input type="checkbox"/>	False

RIZ MUGHAL



MGT301:Quiz No.3

Question # 9 of 10 ( Start time: 02:11:25 PM, 12 February 2021 )

The most expensive consumer promotion tool is sampling.

Select the correct option

<input checked="" type="checkbox"/>	True
<input type="checkbox"/>	False

RIZ MUGHAL

Question # 10 of 10 ( Start time: 02:11:39 PM, 12 February 2021 )

Competitors' prices and offers are external factors that companies have to deal with.

Select the correct option

<input checked="" type="radio"/>	True
<input type="radio"/>	False

RIZ MUGHAL

3<sup>rd</sup> account

Question # 1 of 10 ( Start time: 03:03:42 PM, 12 February 2021 )

Cost-based pricing relies on consumer perception of value to drive pricing.

Select the correct option

<input type="radio"/>	True
<input checked="" type="radio"/>	False

RIZ MUGHAL

Question # 2 of 10 ( Start time: 03:04:11 PM, 12 February 2021 )

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

Select the correct option

<input checked="" type="checkbox"/>	True
<input type="checkbox"/>	False

RIZ MUGHAL

Question # 3 of 10 ( Start time: 03:04:27 PM, 12 February 2021 )

Environmental elements are categorized as external factors that affect pricing decisions.

Select the correct option

<input checked="" type="radio"/>	True
<input type="radio"/>	False

RIZ MUGHAL

R



Question # 4 of 10 ( Start time: 03:04:40 PM, 12 February 2021 )

Slice of life, lifestyle, and personality symbol are all parts of public relations.

Select the correct option

<input type="radio"/>	True
<input checked="" type="radio"/>	False

RIZ MUGHAL

Question # 5 of 10 ( Start time: 03:04:56 PM, 12 February 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

<input checked="" type="checkbox"/>	True	
<input type="checkbox"/>	False	

RIZ MUGHAL

Question # 6 of 10 ( Start time: 03:05:15 PM, 12 February 2021 )

The most expensive consumer promotion tool is sampling.

Select the correct option

<input checked="" type="radio"/>	True
<input type="radio"/>	False

RIZ MUGHAL



MGT301: Quiz No.3

Question # 7 of 10 ( Start time: 03:05:30 PM, 12 February 2021 )

Overhead cost is another term for variable cost.

Select the correct option

<input type="radio"/>	True
<input checked="" type="radio"/>	False

RIZ MUGHAL



Question # 8 of 10 ( Start time: 03:05:43 PM, 12 February 2021 )

Total Marks: 1

An e-mail from a company that offers free shipping on your next purchase of more than Rs3000/= is an example of sales promotion.

Select the correct option

<input checked="" type="radio"/>	True
<input type="radio"/>	False

RIZ MUGHAL

Question # 9 of 10 ( Start time: 03:05:58 PM, 12 February 2021 )

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

Select the correct option

<input checked="" type="checkbox"/>	True
<input type="checkbox"/>	False

RIZ MUGHAL

R


Question # 10 of 10 ( Start time: 03:06:12 PM, 12 February 2021 )

In industrial markets, product managers have an influence on the company's price-setting decisions.

Select the correct option

<input checked="" type="radio"/>	True
<input type="radio"/>	False

*RIZ MUGHAL*



A decorative border with a repeating geometric pattern of diamonds and lines, surrounding the central text.

Thank you for watching 😊

Share with your fellows

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