



MGT301 QUIZ(1)

Theme: 1 ,2

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>

FILE LINK

[HTTPS://VUSIALKOT.COM/](https://vusalalkot.com/)

FACEBOOK:

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

Question # 1 of 10 (Start time: 08:35:32 AM, 20 May 2021)

Human needs are shaped by culture and individual personality.

Select the correct option

☐	True
☒	False

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Question # 2 of 10 (Start time: 08:35:55 AM, 20 May 2021)

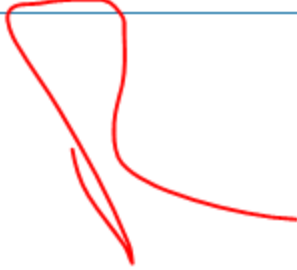
Total Mark

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

Select the correct option

☒	True
☐	False

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Question # 3 of 10 (Start time: 08:36:08 AM, 20 May 2021)

Total Marks:

At times it becomes necessary to reduce demand for some products and services. When the government tries to reduce smoking of tobacco products, it adds more tax to the products and is practicing demarketing.

Select the correct option

True



False



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R

Question # 4 of 10 (Start time: 08:36:19 AM, 20 May 2021)

Total Marks: 1

The owner of the 21-store chain of bicycles, explained to the store managers at a recent sales meeting that marketers, more than any other group in the company, must be the trend trackers and opportunity seekers.

Select the correct option

☒	True	
☐	False	

Question # 5 of 10 (Start time: 08:36:30 AM, 20 May 2021)

Total Marks:

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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R

Question # 6 of 10 (Start time: 08:36:44 AM, 20 May 2021)

Total Marks: 1

The microenvironment consists of larger societal forces that affect the microenvironment, such as demographic, economic, political, and cultural forces.

Select the correct option

☐	True	//
☒	False	//

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R

Question # 7 of 10 (Start time: 08:37:03 AM, 20 May 2021)

Selling is managing profitable customer relationships.

Select the correct option

☐	True
☒	False

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13

Question # 8 of 10 (Start time: 08:37:18 AM, 20 May 2021)

The production concept and product concept are two philosophies that can both lead to marketing myopia.

Select the correct option

☒	True
☐	False

Question # 9 of 10 (Start time: 08:37:32 AM, 20 May 2021)

According to Engel's laws, consumers tend to spend a smaller percentage of income on food as income rises.

Select the correct option

☒	True
☐	False

Question # 10 of 10 (Start time: 08:37:45 AM, 20 May 2021)

An exchange is the core concept of marketing, whereas a transaction is marketing's unit of measurement.

Select the correct option

☒	True
☐	False

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2nd account

Question # 1 of 10 (Start time: 10:25:39 AM, 20 May 2021)

Total Marks: 1

When railroad companies thought that users wanted trains rather than transportation and overlooked the growing challenge of other modes of transportation they were following the selling concept.

Select the correct option

☐	True	//
☒	False	//

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Question # 2 of 10 (Start time: 10:25:58 AM, 20 May 2021)

Total Marks

Your accounting department must measure revenues and costs to help the marketing department know how well it is achieving its objectives.

Select the correct option

☒

True

☐

False

RIZ MUGHAL

D

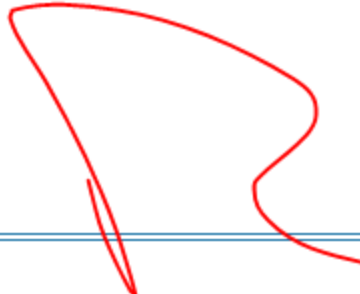
Question # 3 of 10 (Start time: 10:26:10 AM, 20 May 2021)

An exchange is the core concept of marketing, whereas a transaction is marketing's unit of measurement.

Select the correct option

☒	True
☐	False

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MGT301:Quiz No.1

Question # 4 of 10 (Start time: 10:26:22 AM, 20 May 2021)

No single competitive marketing strategy is best for all companies.

Select the correct option

☒	True
☐	False

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R

Question # 5 of 10 (Start time: 10:26:38 AM, 20 May 2021)

Total Marks: 1

As an employee of Bankers Enterprises, you market wild and crazy games for teens to play at parties. You work in the business market.

Select the correct option

☐	True	
☒	False	

RIZ MUGHAL

R

Question # 6 of 10 (Start time: 10:26:52 AM, 20 May 2021)

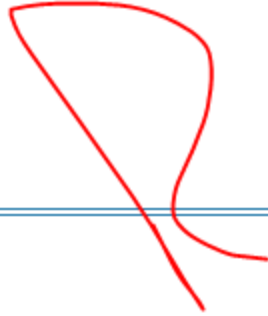
Total Mark

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

Select the correct option

☒	True
☐	False

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Question # 7 of 10 (Start time: 10:27:09 AM, 20 May 2021)

Total M

Customer value is defined as the customer's evaluation of the perceived difference between all the benefits and all the costs of a marketing offer relative to those of competing offers.

Select the correct option

☒	True
☐	False

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R

Question # 8 of 10 (Start time: 10:27:27 AM, 20 May 2021)

Most firms follow the production concept when they face overcapacity.

Select the correct option

True

☐

False

☒

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R

Question # 9 of 10 (Start time: 10:27:39 AM, 20 May 2021)

Demarketing is a marketing philosophy focused upon product differentiation and positioning.

Select the correct option

☐	True
☒	False

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R

Question # 10 of 10 (Start time: 10:27:50 AM, 20 May 2021)

Who is our target market and what's our value proposition are two important questions underlying marketing strategy.

Select the correct option

☒	True
☐	False

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R

3rd account

Question # 1 of 10 (Start time: 10:51:08 AM, 20 May 2021)

Total Mar

The macroenvironment consists of the factors close to the company that affect its ability to service its customers, such as suppliers, customer markets, competitors, and publics.

Select the correct option

True



False



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R

Question # 2 of 10 (Start time: 10:51:23 AM, 20 May 2021)

Total Marks

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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R

Question # 3 of 10 (Start time: 10:51:47 AM, 20 May 2021)

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

Select the correct option

☐	True
☒	False

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R

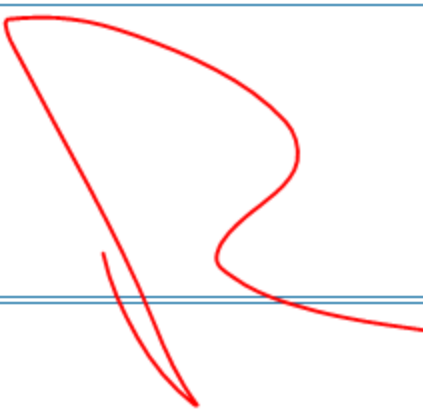
Question # 4 of 10 (Start time: 10:52:00 AM, 20 May 2021)

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

Select the correct option

☒	True
☐	False

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Question # 5 of 10 (Start time: 10:52:14 AM, 20 May 2021)

Demarketing is a marketing philosophy focused upon product differentiation and positioning.

Select the correct option

☐	True
☒	False

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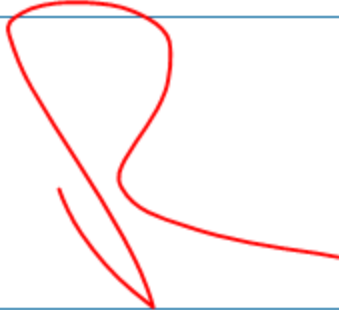


Question # 6 of 10 (Start time: 10:52:31 AM, 20 May 2021)

Total Marks: 1

The reason the demographic environment is of major interest to marketers is because it involves people, and people make up markets.

Select the correct option

☒	True	
☐	False	

Question # 7 of 10 (Start time: 10:52:45 AM, 20 May 2021)

Total Marks: 1

The microenvironment consists of larger societal forces that affect the microenvironment, such as demographic, economic, political, and cultural forces.

Select the correct option

☐	True	//
☒	False	//

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R

Question # 8 of 10 (Start time: 10:52:59 AM, 20 May 2021)

The production concept and product concept are two philosophies that can both lead to marketing myopia.

Select the correct option

☒	True
☐	False

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Question # 9 of 10 (Start time: 10:53:14 AM, 20 May 2021)

Customer-perceived value depends on the product's perceived performance relative to a buyer's expectations.

Select the correct option

☐	True
☒	False

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MGT301:Quiz No.1

Question # 10 of 10 (Start time: 10:53:27 AM, 20 May 2021)

When backed by buying power, wants become demands.

Select the correct option

☒	True
☐	False

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Thank you for watching ☺
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