

MGT301 Quiz No:01 Fall 2021

99% Correct Ans By Sir Afzal





BC200410513: JAWARIA KHANZADI

Time Left 21
sec(s)

MGT301 - Principles of Marketing (Quiz No.1)

Quiz Start Time: 07:09 PM, 17 December 2021

Question # 2 of 10 (Start time: 07:10:24 PM, 17 December 2021)

Total Marks:

The general publics has no power to help the organizations in meeting their goals.

Select the correct option

Reload Math Equations

False



True



Click to Save Answer & Move to Next Question





BC200410513: JAWARIA KHANZADI

Time Left 63
sec(s)

MGT301 - Principles of Marketing (Quiz No.1)

Quiz Start Time: 07:09 PM, 17 December 2021

Question # 1 of 10 (Start time: 07:09:47 PM, 17 December 2021)

Total Marks:

Most household income is used up in purchasing food, housing, and transportation.

Select the correct option

True



False



Click to Save Answer & Move to Next Question





MC200403882: QUDSIA ZAINAB

Time Left 37
sec(s)

MGT301 - Principles of Marketing (Quiz No.1)

Quiz Start Time: 08:55 PM, 17 December 2021

Question # 6 of 10 (Start time: 08:58:37 PM, 17 December 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



Click to Save Answer & Move to Next Question





BC200410513: JAWARIA KHANZADI

Time Left 60
sec(s)

MGT301 - Principles of Marketing (Quiz No.1)

Quiz Start Time: 07:09 PM, 17 December 2021

Question # 9 of 10 (Start time: 07:17:17 PM, 17 December 2021)

Total Marks:

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

Select the correct option

True



False



Click to Save Answer & Move to Next Question





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MC200403882: QUDSIA ZAINAB

Time Left 29 sec(s)

MGT301 - Principles of Marketing (Quiz No.1)

Quiz Start Time: 08:55 PM, 17 December 2021

Question # 3 of 10 (Start time: 08:56:35 PM, 17 December 2021)

Total Marks:

The general public has no power to help the organizations in meeting their goals.

Select the correct option

Reload Math Equations

☐	False
☒	True



Click to Save Answer & Move to Next Question



MC200403882: QUDSIA ZAINAB Time ...





BC200410513: JAWARIA KHANZADI

Time Left 55
sec(s)

MGT301 - Principles of Marketing (Quiz No.1)

Quiz Start Time: 07:09 PM, 17 December 2021

Question # 3 of 10 (Start time: 07:11:37 PM, 17 December 2021)

Total Marks:

Environmental concerns have been on the decline in the past decade; more government legislation and the green movement may be the cause of this trend.

Select the correct option

False



True



Click to Save Answer & Move to Next Question





MC200403882: QUDSIA ZAINAB

Time Left 59
sec(s)

MGT301 - Principles of Marketing (Quiz No.1)

Quiz Start Time: 08:55 PM, 17 December 2021

Question # 2 of 10 (Start time: 08:55:57 PM, 17 December 2021)

Total Marks:

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

Select the correct option

☒	True
☐	False

Click to Save Answer & Move to Next Question





BC200410513: JAWARIA KHANZADI

Time Left 28
sec(s)

MGT301 - Principles of Marketing (Quiz No.1)

Quiz Start Time: 07:09 PM, 17 December 2021

Question # 5 of 10 (Start time: 07:13:49 PM, 17 December 2021)

Total Marks:

Needs are not necessary but wants are the basic one.

Select the correct option

Reload Math Equations

False



True



Click to Save Answer & Move to Next Question



BC200410513





MC200403882: QUDSIA ZAINAB

Time Left 66
sec(s)

MGT301 - Principles of Marketing (Quiz No.1)

Quiz Start Time: 08:55 PM, 17 December 2021

Question # 1 of 10 (Start time: 08:55:29 PM, 17 December 2021)

Total Marks:

When backed by buying power, wants become demands.

Select the correct option

True



False



Click to Save Answer & Move to Next Question





MC200403882: QUDSIA ZAINAB

Time Left 60
sec(s)

MGT301 - Principles of Marketing (Quiz No.1)

Quiz Start Time: 08:55 PM, 17 December 2021

Question # 8 of 10 (Start time: 09:00:09 PM, 17 December 2021)

Total Marks:

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

☐	False
☒	True

[Click to Save Answer & Move to Next Question](#)



BC200410513: JAWARIA KHANZADI

Time Left 71
sec(s)

MGT301 - Principles of Marketing (Quiz No.1)

Quiz Start Time: 07:09 PM, 17 December 2021

Question # 8 of 10 (Start time: 07:16:54 PM, 17 December 2021)

Total Marks:

Water is one example of the needs.

Select the correct option

Reload Math Equations

☐	False
☒	True

Click to Save Answer & Move to Next Question





MC200403882: QUDSIA ZAINAB

Time Left 61
sec(s)

MGT301 - Principles of Marketing (Quiz No.1)

Quiz Start Time: 08:55 PM, 17 December 2021

Question # 7 of 10 (Start time: 08:59:34 PM, 17 December 2021)

Total Marks:

Tanveer Jafer works for a firm that is a distribution channel member that helps the company find customers or make sales to them. Tanveer works for a reseller.

Select the correct option

☒	True
☐	False

Click to Save Answer & Move to Next Question





MC200403882: QUDSIA ZAINAB

Time Left
71
sec(s)

MGT301 - Principles of Marketing (Quiz No.1)

Quiz Start Time: 08:55 PM, 17 December 2021

Question # 5 of 10 (Start time: 08:58:10 PM, 17 December 2021)

Total Marks:

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



Click to Save Answer & Move to Next Question





MC200403882: QUDSIA ZAINAB

Time Left 62
sec(s)

MGT301 - Principles of Marketing (Quiz No.1)

Quiz Start Time: 08:55 PM, 17 December 2021

Question # 10 of 10 (Start time: 09:02:20 PM, 17 December 2021)

Total Marks:

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

Select the correct option

False



True



Click to Save Answer & Move to Next Question





BC200410513: JAWARIA KHANZADI

Time Left 57
sec(s)

MGT301 - Principles of Marketing (Quiz No.1)

Quiz Start Time: 07:09 PM, 17 December 2021

Question # 7 of 10 (Start time: 07:16:13 PM, 17 December 2021)

Total Marks:

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

Click to Save Answer & Move to Next Question





MC200403882: QUDSIA ZAINAB

Time Left 67
sec(s)

MGT301 - Principles of Marketing (Quiz No.1)

Quiz Start Time: 08:55 PM, 17 December 2021

Question # 4 of 10 (Start time: 08:57:40 PM, 17 December 2021)

Total Marks:

The selling concept holds that consumers will not buy enough of the firm's products unless it undertakes a large-scale selling and promotion effort.

Select the correct option

False



True



Click to Save Answer & Move to Next Question





MC200403882: QUDSIA ZAINAB

Time Left
11
sec(s)

MGT301 - Principles of Marketing (Quiz No.1)

Quiz Start Time: 08:55 PM, 17 December 2021

Question # 9 of 10 (Start time: 09:00:56 PM, 17 December 2021)

Total Marks:

Today's marketers recognize the importance of working with their intermediaries as channels through which they sell their products rather than as mere partners.

Select the correct option

☐	True
☒	False



Click to Save Answer & Move to Next Question





BC200410513: JAWARIA KHANZADI

Time Left 40
sec(s)

MGT301 - Principles of Marketing (Quiz No.1)

Quiz Start Time: 07:09 PM, 17 December 2021

Question # 10 of 10 (Start time: 07:17:51 PM, 17 December 2021)

Total Marks:

If a retailer is reputable then this reputation can influence in marketing of a product.

Select the correct option

Reload Math Equations

☐	False
☒	True



Click to Save Answer & Move to Next Question



