

MGT301 - MGT301 - Principles of Marketing (Quiz No.2)

Solve By Sir Afzal
Paid Quiz For Call NO:
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1-Quiz No.1

Start Date :

Dec 15, 2021 12:00 AM

End Date:

Dec 17, 2021 11:59 PM

Total Marks:

10

Quiz Status:

Closed

Submit Status:

Submitted

Result:

10

Dec 16, 2021 12:00 AM

End Date:

Dec 17, 2021 11:59 PM

Total Marks:

10

Quiz Status:

Closed

Submit Status:

Submitted

Result:

10

2-Quiz No.2

Start Date :

Dec 23, 2021 12:00 AM

End Date:

Dec 27, 2021 11:59 PM

Total Marks:

10

Quiz Status:

Open

Submit Status:

Submitted

Result:



Question # 7 of 10 (**Start time: 07:03:25 PM, 23 December 2021**)

Total Marks:

The first step in strategic planning is to define the company mission.

Select the correct option

False



True



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Question # 5 of 10 (**Start time: 07:02:03 PM, 23 December 2021**)

Total Marks: 1

Strategic planning is known as the process to discourage strategic fit between organizational capabilities and goals in a dynamic marketing environment.

Select the correct option

 Reload Math Equations

True



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False



Question # 2 of 10 (Start time: 06:59:25 PM, 23 December 2021)

Total Marks:

A market segment consists of consumers who respond in different ways to a given set of marketing efforts.

Select the correct option

☐	True
☒	False

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Question # 9 of 10 (**Start time: 07:04:47 PM, 23 December 2021**)**Total Marks: 1**

Marketing strategy is the marketing logic by which a company hopes to achieve profitable customer relationships.

Select the correct option

☒	True
☐	False

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Question # 4 of 10 (**Start time: 07:01:31 PM, 23 December 2021**)**Total Marks: 1**

A company with limited resources might decide to serve all segments of a market.

Select the correct option

☒	False
☐	True

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Question # 8 of 10 (Start time: 07:03:54 PM, 23 December 2021)

Total Marks:

Mission statements should both fit the market environment and be motivating.

Select the correct option

☒	True
☐	False

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Question # 10 of 10 (Start time: 07:05:40 PM, 23 December 2021)

Total Marks: 1

An SBU can be a company division, a product line within a division, or sometimes a single product or brand.

Select the correct option

☒	True
☐	False

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Question # 1 of 10 (**Start time: 06:58:50 PM, 23 December 2021**)

Total Marks: 1

The image a product reflects in the minds of consumers is called market segmentation.

Select the correct option

True



False

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Question # 6 of 10 (**Start time: 07:02:51 PM, 23 December 2021**)**Total Marks:**

Holiday Inn has divided the total customer market into smaller segments and selected the most promising segments. Deciding what position it wants to occupy in these segments is called targeting.

Select the correct option

☒	False
☐	True

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Question # 3 of 10 (Start time: 07:00:09 PM, 23 December 2021)

Total Marks:

In SWOT analysis, Threat shows internal limitations of the company that creates a hindrance for a company to achieve its objectives.

Select the correct option



Reload Math Equations

True



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False

