



MGT301 Grand Quiz Spring 2021 Solved by Riz Mughall

Principles of Marketing (Virtual University of Pakistan)



Grand Quiz Spring 2021

Subject Code MGT301 lecture 1 to 22

Solved By Riz Mughal



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<https://www.youtube.com/channel/UCINsFwDiB62SVaIccPDZbRQ/playlists>

Dear Viewers:

I'm providing 100% correct quiz solution. You can visit my YouTube channel and get more information about all other subjects' quizzes and final year project (CS619).

RIZ MUGHAL (SQA ENGINEER)

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Question # 1 of 30 (Start time: 09:36:39 AM, 02 July 2021)

Total Marks:

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

Select the correct option

☒	False
☐	True

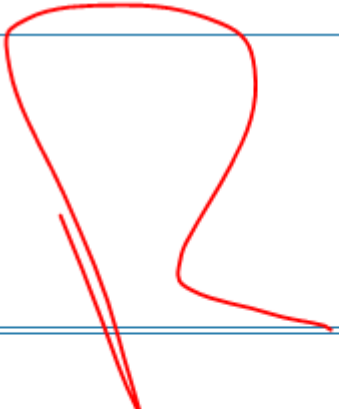


Question # 2 of 30 (Start time: 09:37:02 AM, 02 July 2021)

More and more companies are shifting their brand management focus toward customer relationship management.

Select the correct option

☐	False
☒	True



Question # 3 of 30 (Start time: 09:37:21 AM, 02 July 2021)

Total Mar

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

Question # 4 of 30 (Start time: 09:37:38 AM, 02 July 2021)

Total Marks:

Guided by marketing strategy, the company designs a marketing mix made up of factors under its control—product, price, place, and promotion.

Select the correct option

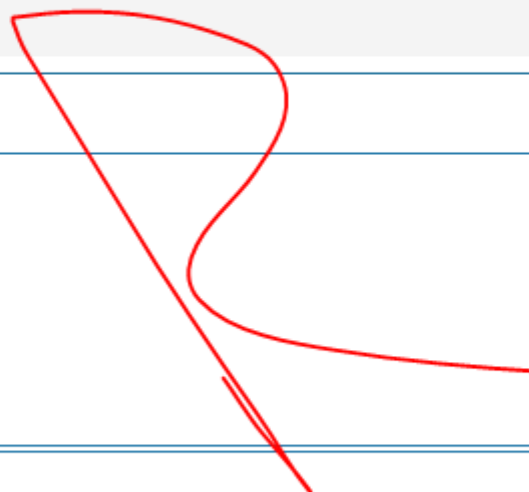
☒	True	
☐	False	

Question # 5 of 30 (Start time: 09:37:52 AM, 02 July 2021)

In the Boston Consulting Group approach, relative market share provides a measure of market attractiveness.

Select the correct option

☒	False
☐	True

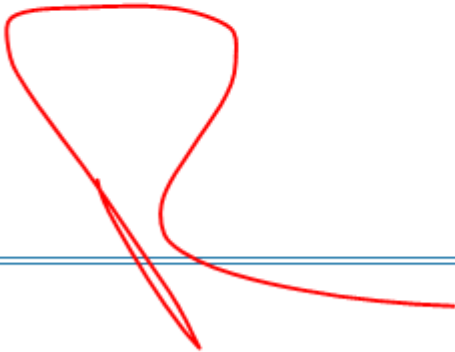


Question # 6 of 30 (Start time: 09:38:07 AM, 02 July 2021)

The elements of the marketing mix commonly known as the "four Ps" include: product, price, place, and promotion.

Select the correct option

☐	False
☒	True



Question # 7 of 30 (Start time: 09:38:23 AM, 02 July 2021)

Total

In Macro Environment technological factors must be considered because of having great impact on smooth running of the business.

Select the correct option

[Reload Math Equ](#)

☒	True
☐	False

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

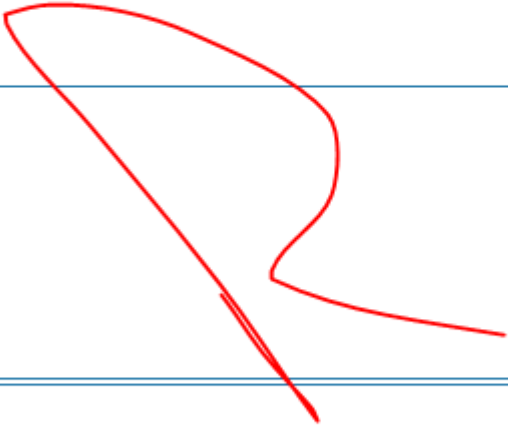
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Question # 8 of 30 (Start time: 09:38:39 AM, 02 July 2021)

The shelter is among one of the examples of needs.

Select the correct option

☐	False
☒	True



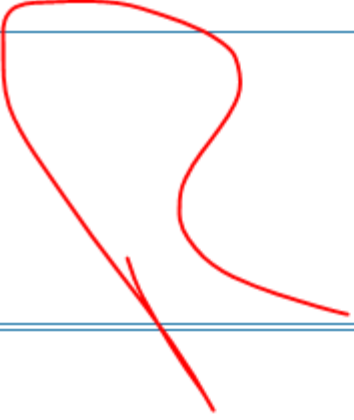
Question # 9 of 30 (Start time: 09:38:53 AM, 02 July 2021)

1

Mission statements must fit the market environment, as indicated here by the Girl Scouts' mission: "where girls grow strong."

Select the correct option

☒	True
☐	False



Question # 10 of 30 (Start time: 09:39:10 AM, 02 July 2021)

Total Marks:

Business buyers are subject primarily to economic influences when they make their buying decisions. Emotional or personal factors rarely are involved.

Select the correct option

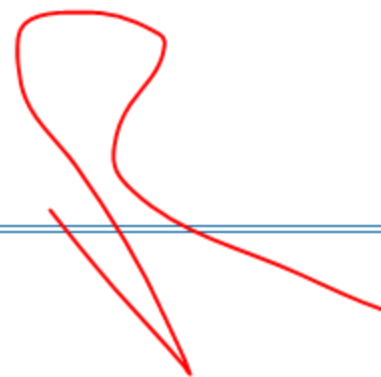
☒	False
☐	True

Question # 11 of 30 (Start time: 09:39:28 AM, 02 July 2021)

The micro and macro environments have no impact on the success of marketing activities.

Select the correct option

☒	False
☐	True



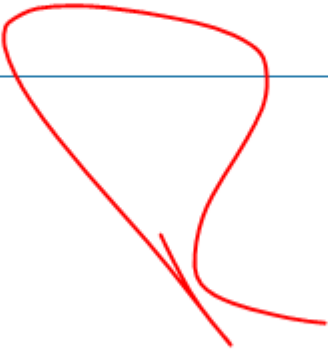
Question # 12 of 30 (Start time: 09:39:42 AM, 02 July 2021)

Total Marks

Today's marketers must be good at building relationships in order to connect effectively with customers, others in the company, and external partners.

Select the correct option

☒	True
☐	False

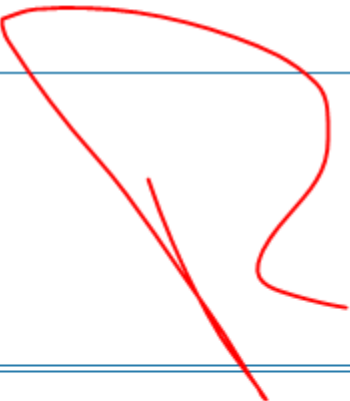


Question # 13 of 30 (Start time: 09:39:58 AM, 02 July 2021)

Within the organization, buying activity consists of two major parts: the buying center and the buying decision process.

Select the correct option

☐	False
☒	True



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Question # 14 of 30 (Start time: 09:40:12 AM, 02 July 2021)

In the supplier selection stage, the buyer reviews supplier performance.

Select the correct option



True



False

Question # 15 of 30 (Start time: 09:40:27 AM, 02 July 2021)

Total Marks:

Recently Pakistan has been added to Amazon's (E-commerce company) seller list, with the inclusion, the seller from Pakistan will have to produce new products for the new market. This is related to the Market Development concept.

Select the correct option

[Reload Math Equations](#)

True

☐

False

☒

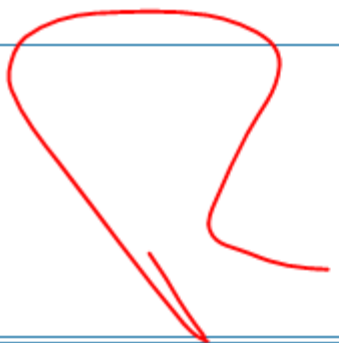
Question # 16 of 30 (Start time: 09:40:44 AM, 02 July 2021)

The PESTEL does not evaluate the factors like government policy, political stability, or instability in overseas markets.

Select the correct option

 Reload Ma

☐	True
☒	False

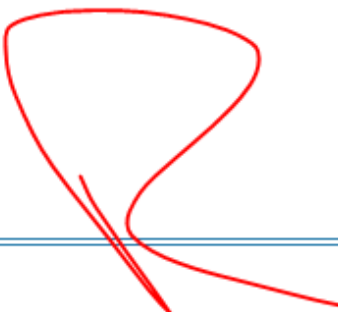


Question # 17 of 30 (Start time: 09:41:02 AM, 02 July 2021)

Total Marks: 1

The researcher interprets findings, draws conclusions, and reports those conclusions to management. Ideally, we should present important findings that are useful to the major decisions faced by management to prevent overwhelming them.

Select the correct option

☐	False	
☒	True	

Question # 18 of 30 (Start time: 09:41:19 AM, 02 July 2021)

Total Marks: 1

Once the research problems and objectives have been defined, researchers must determine the exact information needed and present it to management.

Select the correct option

☐	True	//
☒	False	//

Question # 19 of 30 (Start time: 09:41:36 AM, 02 July 2021)

Total Mar

In marketing, the social-ecological analysis focuses on the interrelationships among individuals, governments, and public policy.

Select the correct option

[Reload Math Equatio](#)

☐	True	
☒	False	

Question # 20 of 30 (Start time: 09:41:52 AM, 02 July 2021)

Total Marks: 1

When your marketing manager discussed factors and forces outside marketing that affect marketing management's ability to build and maintain successful relationships with target customers, you knew that she was talking about the external marketing concept.

Select the correct option

☒	False
☐	True



Question # 21 of 30 (Start time: 09:42:09 AM, 02 July 2021)

In the proposal solicitation stage of the business buying process, the buyer invites qualified suppliers to submit proposals.

Select the correct option

☐	False
☒	True

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Question # 22 of 30 (Start time: 09:42:24 AM, 02 July 2021)

Exploratory research is NOT a type of marketing research.

Select the correct option

☐	True
☒	False



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Question # 23 of 30 (Start time: 09:42:39 AM, 02 July 2021)

Ethnographic research is a technique used for data collection.

Select the correct option

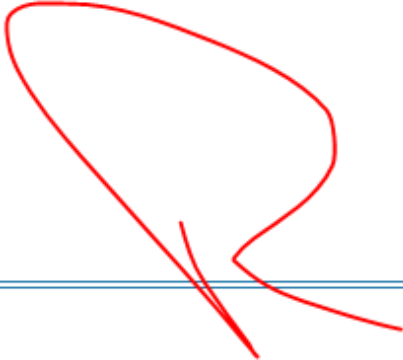
☒	True
☐	False

Question # 24 of 30 (Start time: 09:42:56 AM, 02 July 2021)

Total Marks: 1

Alternative evaluation is the process by which people select, organize, and interpret information to form a meaningful picture of the world.

Select the correct option

☐	True	
☒	False	

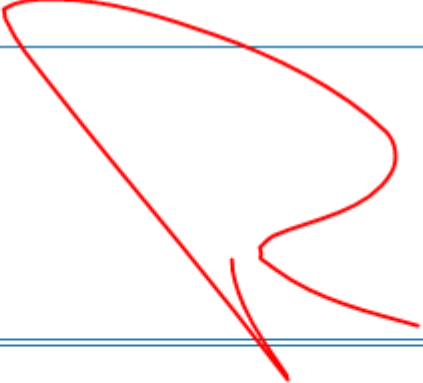
Question # 25 of 30 (Start time: 09:43:17 AM, 02 July 2021)

Total

During proposal solicitation, the buying center often will draw up a list of desired supplier attributes and their relative importance.

Select the correct option

☒	False
☐	True

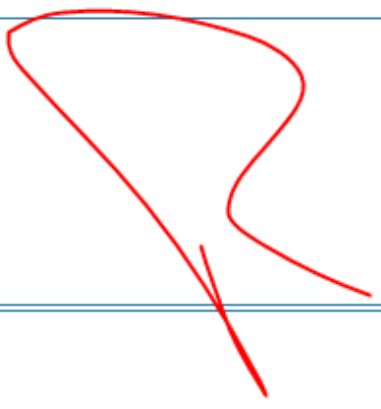


Question # 26 of 30 (Start time: 09:43:34 AM, 02 July 2021)

Total Marks: 1

When a consumer learns about a new product for the first time and makes a decision to try it, it is called the alternative evaluation process.

Select the correct option

☒	False	
☐	True	

Question # 27 of 30 (Start time: 09:43:49 AM, 02 July 2021)

A belief is basically a person's thought process which is not backed by the knowledge rather depends on the faith.

Select the correct option

 Reload Ma

False



True

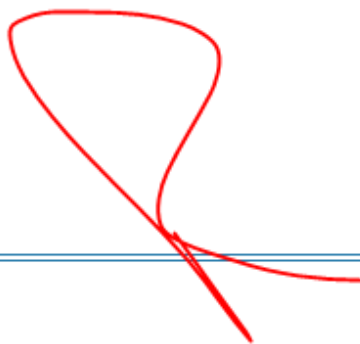


Question # 28 of 30 (Start time: 09:44:03 AM, 02 July 2021)

Total Marks: 1

Secondary data provide good starting points and often help to define problems and research objectives, though most companies must also collect primary data.

Select the correct option

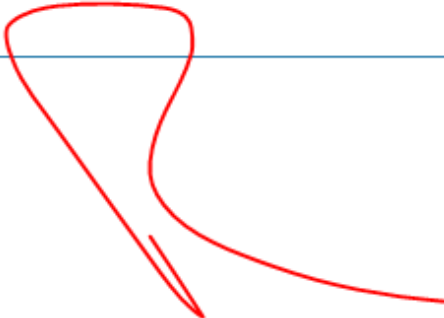
☐	False	
☒	True	

Question # 29 of 30 (Start time: 09:44:20 AM, 02 July 2021)

Total Marks: 1

Consumer organizations such as environmental and minority groups may question a company's marketing decisions. This type of public is called the local public.

Select the correct option

☐	True	
☒	False	

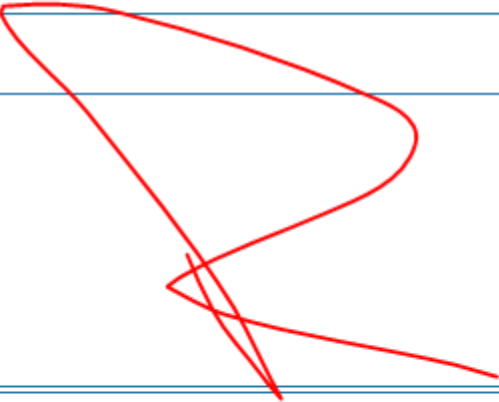
Question # 30 of 30 (Start time: 09:44:36 AM, 02 July 2021)

1

In the Boston Consulting Group approach, relative market share serves as a measure of company strength in the market.

Select the correct option

☒	False
☐	True





Thank you for watching

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