MGT-211 Introduction To Business

Update MCQS For Final Term

Solve By Vu Topper RM

85% To 100% Marks



بری صحبت سے تنہائی بہتر ہے اور تنہائی سے نیک صحبت بہتر ہے

For More Help Contact What's app 03224021365

Question No:1 **(Marks:1)** **Vu-Topper RM**

_____ is the process of identifying potential customers.

A. Processing
B. Prospecting **Page 158**
C. Memorandum
D. None of the given options

Question No:2 **(Marks:1)** **Vu-Topper RM**

When there are large numbers of intermediaries; which distribution strategy is used?

A. Intensive distribution **Google**
B. Subjective distribution
C. Selective distribution
D. Exclusive distribution

Question No:3 **(Marks:1)** **Vu-Topper RM**

Low literacy rate mainly reduces the effectiveness of which of the following medium?

A. Print
B. Radio
C. Television
D. Outdoor media

Question No:4 **(Marks:1)** **Vu-Topper RM**

Resources such as labor materials and energy are known as ___ in the transformation process.

A. Input
B. Output
C. Intangibles
D. Intangibles

بری صحبت سے تنہائی بہتر ہے اور تنہائی سے نیک صحبت بہتر ہے

For More Help Contact What's app 03224021365

Question No:5 **(Marks:1)** **Vu-Topper RM**

Which department actually creates the finished goods?

A. Research
B. Marketing
C. Production **Google**
D. Human Resources

Question No:6 **(Marks:1)** **Vu-Topper RM**

Personal Selling can be used for selling which of the following product(s);

A. Consumer items
B. Industrial products
C. Pharmaceutical products
D. All of the given options **Google**

Question No:7 **(Marks:1)** **Vu-Topper RM**

Mangoes are produced in Rahim Yar Khan but used in all cities of Pakistan. It is called

A. Time utility **Google**
B. Place utility
C. Both
D. None of these

Question No:8 **(Marks:1)** **Vu-Topper RM**

Customer is convinced to buy the product in comparison with other customers is called?

A. Reminder Advertising
B. Persuasive Advertising **Google**
C. Comparative Advertising
D. Word of mouth advertising

بری صحبت سے تنہائی بہتر ہے اور تنہائی سے نیک صحبت بہتر ہے

For More Help Contact What's app 03224021365

Question No:9 **(Marks:1)** **Vu-Topper RM**

An activity in which two or more parties give something of value to each other to satisfy perceived needs is called:

A. Sales process
B. Exchange process
C. Production process
D. Relationship process

Question No:10 **(Marks:1)** **Vu-Topper RM**

A person or an organization which carries more power in distribution decision making process is called?

A. Distributor
B. Wholesaler
C. Bargain retailer
D. Channel leadership **Google**

Question No:11 **(Marks:1)** **Vu-Topper RM**

Using different media at the same time for the promotion of goods is called?

A. Pricing mix
B. Media mix
C. Product mix
D. Distribution mix

Question No:12 **(Marks:1)** **Vu-Topper RM**

At the interest stage sales person try to create interest of the customer in the product. So, an interest of the customer can be:

A. A price
B. After sale services
C. Guarantees and Warranties
D. All of the given options **Page 160**

بری صحبت سے تنہائی بہتر ہے اور تنہائی سے نیک صحبت بہتر ہے

For More Help Contact What's app 03224021365

Question No:13 **(Marks:1)** **Vu-Topper RM**

Which department actually creates the finished goods?

A. Research
B. Marketing
C. Production **Google**
D. Human resource

Question No:14 **(Marks:1)** **Vu-Topper RM**

The process which consists of six stages; prospecting, preapproach, approach, presentation, close, and follow-up is called the:

A. Sales response function
B. Personal selling process **Google**
C. Product marketing process
D. Consumer purchase decision process

Question No:15 **(Marks:1)** **Vu-Topper RM**

Process by which a company analyzes a competitor's products to identify desirable improvements is:

A. Quality/Cost Studies
B. Value-Added Analysis
C. Statistical Process Control
D. Competitive product analysis

Question No:16 **(Marks:1)** **Vu-Topper RM**

_____ is personal selling task in which salespeople receive orders and see to their handling and delivery.

A. Complete orders
B. Booking of orders
C. Processing of orders **Page 157**
D. Missionary selling of products

بری صحبت سے تنہائی بہتر ہے اور تنہائی سے نیک صحبت بہتر ہے

For More Help Contact What's app 03224021365

Question No:17 **(Marks:1)** **Vu-Topper RM**

Which type of customers show doubtful behavior because of deception from any seller in the past?

A. Loyal customer
B. Impulse customer
C. Skeptic customers **Page 161**
D. Aggressive customer

Question No:18 **(Marks:1)** **Vu-Topper RM**

For low price consumer items, which distribution is used?

A. Selective distribution
B. Exclusive distribution
C. Intensive distribution **Google**
D. Subjective distribution

Question No:19 **(Marks:1)** **Vu-Topper RM**

To ask a satisfied customer, about more customers to sell the product is called?

A. Random selling
B. Convenience selling
C. Snowball technique **Page 158**
D. Cold conversion technique

Question No:20 **(Marks:1)** **Vu-Topper RM**

Which types of retailers distribute product line?

A. Factory outlet
B. Bargain retailer
C. Discount Houses
D. Product Line Retailer

بری صحبت سے تنہائی بہتر ہے اور تنہائی سے نیک صحبت بہتر ہے

For More Help Contact What's app 03224021365

Question No:21 **(Marks:1)** **Vu-Topper RM**

An advertising strategy that directly compares two or more products is called _____.

A. Verbal advertising
B. Reminder advertising
C. Persuasive advertising
D. Comparative advertising

Question No:22 **(Marks:1)** **Vu-Topper RM**

Which type of sales promotion is used when a manufacturer places one small bottle of shampoo in a clear bag and hangs it from the door of each house in a neighborhood?

A. A deal
B. A sample
C. A premium
D. An introductory offer

Question No:23 **(Marks:1)** **Vu-Topper RM**

When a company target a particular group of customers because of their need for its product.it can be stated the company has identified its _____.

A. Market plan
B. Market mission
C. Market segment
D. Market differentiation

Question No:24 **(Marks:1)** **Vu-Topper RM**

Dividing the market on the basis of area, climate and cultural values is called?

A. Demographic segmentation
B. Geographical segmentation
C. Psychographic segmentation
D. Behavioristic segmentation

بری صحبت سے تنہائی بہتر ہے اور تنہائی سے نیک صحبت بہتر ہے

For More Help Contact What's app 03224021365

Question No:25 **(Marks:1)** **Vu-Topper RM**

The marketing activity of dividing market into smaller with similar needs and characteristics is known as:

A. Target Marketing
B. Market penetrating
C. Market segmentation
D. Relationship marketing

Question No:26 **(Marks:1)** **Vu-Topper RM**

The marketing concept is.

A. Highest paid staff.
B. Largest market share.
C. Long-run success page.
D. Companywide consumer orientation with the objective of achieving the maximum number of profits.

Question No:27 **(Marks:1)** **Vu-Topper RM**

The role of a marketing manager is to;

A. Design the product
B. All of the given options
C. To communicate with the customers
D. To identify the unsatisfied needs of customers

Question No:28 **(Marks:1)** **Vu-Topper RM**

Customer claim we did not receive product on time. Organization conducted the research and found that it was fault at supplier end.

A. Pricing Research
B. Product Research
C. Distribution Research
D. Segmentation Research

بری صحبت سے تنہائی بہتر ہے اور تنہائی سے نیک صحبت بہتر ہے

For More Help Contact What's app 03224021365

Question No:29 **(Marks:1)** **Vu-Topper RM**

Due to unstable political condition and poor law situation in county: organization are not getting their desired outcomes. It is mainly due to

A. Poor policies of organizations
B. Internal marketing environment factors
C. Imbalance between inputs and outputs
D. External marketing environment factors

Question No:30 **(Marks:1)** **Vu-Topper RM**

In which type of research methods; the is need of mediator, who monitors, controls and coordinates the activities.

A. Focus group
B. Survey Method
C. Experimentation
D. Observational Research

Question No:31 **(Marks:1)** **Vu-Topper RM**

Pricing decision is the major role of-----

A. HR Manager
B. Finance Manager
C. Marketing Manager
D. Procurement Manager

Question No:32 **(Marks:1)** **Vu-Topper RM**

Demographic segmentation divides the market by:

A. Location or region
B. Perceptions, beliefs and values
C. Lifestyle, personality and self-image
D. Age, gender, marital status, social class, religion and education

بری صحبت سے تنہائی بہتر ہے اور تنہائی سے نیک صحبت بہتر ہے

For More Help Contact What's app 03224021365

Question No:33 **(Marks:1)** **Vu-Topper RM**

External forces are those that are:

A. Controllable
B. Non-controllable
C. Simple to recognize
D. None of the given options

Question No:34 **(Marks:1)** **Vu-Topper RM**

An aggregate of people who as individuals, have needs for products in a product class and have the ability, willingness and authority to purchase such products is called a :

A. Market
B. Target market
C. Market segment
D. Customer group

Question No:35 **(Marks:1)** **Vu-Topper RM**

Dividing the total market into smaller part is called?

A. Positing
B. Target Market
C. Market Segmentation
D. Product Differentiation

Question No:36 **(Marks:1)** **Vu-Topper RM**

In which type of advertising. customer is reputedly told about the product, the brand, the featured or the manufactures.

A. Reminder Advertising
B. Persuasive Advertising
C. Comparative Advertising
D. Word of mouth advertising

بری صحبت سے تنہائی بہتر ہے اور تنہائی سے نیک صحبت بہتر ہے

For More Help Contact What's app 03224021365

Question No:37 **(Marks:1)** **Vu-Topper RM**

Zain Thrasher house want to give advertisement about its products, which medium will be the most suitable for it?

A. Radio
B. Emails
C. Newspaper
D. Billboards in big cities

Question No:38 **(Marks:1)** **Vu-Topper RM**

What kind of salesperson are you most likely to find working in the pharmaceutical industry?

A. Order taker
B. Order getter
C. Sales engineer
D. Missionary salesperson

Question No:39 **(Marks:1)** **Vu-Topper RM**

Display of products at different places is called?

A. Publicity
B. Trade dhows
C. Publics relation
D. Personal Selling

Question No:40 **(Marks:1)** **Vu-Topper RM**

At the _____ stage in the personal selling process, a salesperson begins converting into a customer by creating a desire for the product he or she is selling.

A. Close
B. Approach
C. Follow-up
D. Presentation

بری صحبت سے تنہائی بہتر ہے اور تنہائی سے نیک صحبت بہتر ہے

For More Help Contact What's app 03224021365

Question No:41 **(Marks:1)** **Vu-Topper RM**

In which of the following personal selling tasks salesman provides voluntary service to the buyer

A. Creative selling
B. Ordinary selling
C. Missionary selling
D. None of the given options

Question No:42 **(Marks:1)** **Vu-Topper RM**

In Which of the following personal selling tasks salesperson delivers creative message and invents creative ideas his experience of going to the market.

A. Ordinary selling
B. Creative selling
C. Missionary selling
D. None of the given options

Question No:43 **(Marks:1)** **Vu-Topper RM**

_____ is a personal selling task in which consulting the customers and get their orders booked for specified time period.

A. Creative selling
B. Missionary selling
C. Booking of orders
D. Processing of orders

Question No:44 **(Marks:1)** **Vu-Topper RM**

_____ is an advertising strategy that tries to keep a product's name in consumer's mind.

A. Persuasive advertising
B. Reminder advertising
C. Comparative advertising
D. None of the given options

بری صحبت سے تنہائی بہتر ہے اور تنہائی سے نیک صحبت بہتر ہے

For More Help Contact What's app 03224021365

Question No:45 **(Marks:1)** **Vu-Topper RM**

When organization convert raw material into finished goods: it is called

A. Planning
B. Promotion
C. Production
D. Coordination

Question No:46 **(Marks:1)** **Vu-Topper RM**

_____ is a personal selling situation in which products are sold for buyer' personal or household use.

A. Industrial
B. Retail selling
C. None of the given options
D. Pharmaceutical product selling

Question No:47 **(Marks:1)** **Vu-Topper RM**

_____ is the two-way flow of communication between a buyer and seller, often in a face encounter, designed to influence a person's or group's purchase decision.

A. Sales promotion
B. Personal selling
C. Sales management
D. Transformational Selling

Question No:48 **(Marks:1)** **Vu-Topper RM**

Which medium is less expensive and has wide outreach?

A. Print
B. Radio
C. Television
D. Outdoor media

بری صحبت سے تنہائی بہتر ہے اور تنہائی سے نیک صحبت بہتر ہے

For More Help Contact What's app 03224021365

Question No:49 **(Marks:1)** **Vu-Topper RM**

An unpaid form of promotion through mass media is called

A. Publicity
B. Public relation
C. Personal selling
D. Sales promotion

Question No:50 **(Marks:1)** **Vu-Topper RM**

At the time of midnight. Amir visits 2KM away hospital photocopy shop due to unavailability of the facility in university. It is called

A. Place utility
B. Form utility
C. Time utility
D. Ownership utility

Question No:51 **(Marks:1)** **Vu-Topper RM**

Which type of product promotion is identified as being direct, face-to-face communication by salespeople with existing and potential customers to promote a company's products?

A. Advertising
B. Public relations
C. Personal selling
D. Sales promotion

Question No:52 **(Marks:1)** **Vu-Topper RM**

_____ is personal selling task in which salespeople receive order and see to their handling and delivery.

A. Complete orders
B. Booking or orders
C. Processing of orders
D. Missionary selling of products

بری صحبت سے تنہائی بہتر ہے اور تنہائی سے نیک صحبت بہتر ہے

For More Help Contact What's app 03224021365

Question No:53 **(Marks:1)** **Vu-Topper RM**

At which stage of the personal selling process would you obtain a purchase commitment form the prospect?

A. Close
B. Approach
C. Follow-up
D. Presentation

Question No:54 **(Marks:1)** **Vu-Topper RM**

Publicity is a(n) ____ form of promotion through mass media.

A. Paid
B. Unpaid
C. Unreliable
D. None of the given options

Question No:55 **(Marks:1)** **Vu-Topper RM**

Organizations which offer discounted prices are called?

Bargain retailer

Question No:56 **(Marks:1)** **Vu-Topper RM**

A strategy in which promotional campaign is targeted on end buyer is called?

Pull strategy

Question No:57 **(Marks:1)** **Vu-Topper RM**

A good service, or idea consisting of a bundle and tangible attributes that can satisfy consumers is called a:

Product

بری صحبت سے تنہائی بہتر ہے اور تنہائی سے نیک صحبت بہتر ہے

For More Help Contact What's app 03224021365

Question No:58 **(Marks:1)** **Vu-Topper RM**
At which stage of the product life cycle would a company consider the design of product versions for different segments as part of its product strategy?
Introduction

Question No:59 **(Marks:1)** **Vu-Topper RM**
In which stage of product life cycle, few manufactures are in the market and sale is very low:
Introduction

Question No:60 **(Marks:1)** **Vu-Topper RM**
There are really only two ways to collect primary data for a marketing study:
Observation and asking questions

Question No:61 **(Marks:1)** **Vu-Topper RM**
Star electronics sales TV of different styles, color TV, black & white TV, different sizes of screen. It is called:
Product line

Question No:62 **(Marks:1)** **Vu-Topper RM**
In which stage of product life cycle, marketers will introduce innovations in the product to keep their sales high:
Decline

Question No:63 **(Marks:1)** **Vu-Topper RM**
_____is the typical sequence of changes in demand for a product that occurs over time.
The product life cycle

بری صحبت سے تنہائی بہتر ہے اور تنہائی سے نیک صحبت بہتر ہے

For More Help Contact What's app 03224021365

Question No:64 **(Marks:1)** **Vu-Topper RM**
Rimsha wants to buy jewelry due to upcoming Eid festivals; she buys it after comparing price and quality from different jewelry shops; what type of consumer goods she buys:
Specialty goods

Question No:65 **(Marks:1)** **Vu-Topper RM**
When a company targets a particular group of customers because of their need for its product, it can be stated the company has identified its_____
Marketing plan

Question No:66 **(Marks:1)** **Vu-Topper RM**
____is the combination of a product's qualities and features, its price, the way it is promoted and said, and the places at which it is sold:
Marketing Mix

Question No:67 **(Marks:1)** **Vu-Topper RM**
In which stage of product life cycle, marketers reduce the price due to more competition and spend money on research and development.
Maturity

Question No:68 **(Marks:1)** **Vu-Topper RM**
New and revised products may be tested through:
Marketing research

Question No:69 **(Marks:1)** **Vu-Topper RM**
In which stage of product life cycle, sale of the product increases but competition is low
Growth

بری صحبت سے تنہائی بہتر ہے اور تنہائی سے نیک صحبت بہتر ہے

For More Help Contact What's app 03224021365

Question No:70 **(Marks:1)** **Vu-Topper RM**
Sources of marketing information are categorized into two groups- what are they?
External sources, internal sources.

Question No:71 **(Marks:1)** **Vu-Topper RM**
Sohail buys the tooth paste from nearby store from his home, what type of consumer goods he buys?
Convenience goods

Question No:72 **(Marks:1)** **Vu-Topper RM**
Which technique is applied at problem identification stage?
Observational Research

Question No:73 **(Marks:1)** **Vu-Topper RM**
Relationship of cause and effect is called?
Experimentation

Question No:74 **(Marks:1)** **Vu-Topper RM**
The obtaining and investing funds by the firm is determined by the
Finance function

Question No:75 **(Marks:1)** **Vu-Topper RM**
FFC advertised on Geo TV, after 6 months it felt that its advertisement was not properly watched by farmers then it advertised on Radio and PTV which was fruitful. It is called?
Promotion Research

Question No:76 **(Marks:1)** **Vu-Topper RM**
Sheraz Beverages develop a new soft drink. They offer free soft drink to VU Students during exam days at Shadman Campus, Lahore. It is called
Product testing

بری صحبت سے تنہائی بہتر ہے اور تنہائی سے نیک صحبت بہتر ہے

For More Help Contact What's app 03224021365

Question No:77 **(Marks:1)** **Vu-Topper RM**
Spreadsheets, database and word processing software are all types of
Application software

Question No:78 **(Marks:1)** **Vu-Topper RM**
The product life cycle describes the stage a new product goes through in the:
Marketplace

Question No:79 **(Marks:1)** **Vu-Topper RM**
ABC organization feels that their product is being sold in big cities only. They conduct the research that how to increase sale in small cities and rural areas. It is called?
Segmentation Research

Question No:80 **(Marks:1)** **Vu-Topper RM**
Marketers / researchers use some technique to deduce some meaningful information from collected data. It is called?
Data analysis

Question No:81 **(Marks:1)** **Vu-Topper RM**
____is used to cover long-term expenses such as assets.
Debt Financing

Question No:82 **(Marks:1)** **Vu-Topper RM**
In the marketing research process the 1st step is to define the problem followed by:
Collection of data

Question No:83 **(Marks:1)** **Vu-Topper RM**
All of the following except____are consider to be correct statements about marketing research
Marketing research is geared to uncover unmet consumer needs.

بری صحبت سے تنہائی بہتر ہے اور تنہائی سے نیک صحبت بہتر ہے

For More Help Contact What's app 03224021365

Question No:84 **(Marks:1)** **Vu-Topper RM**
At the Growth stage of the product, the product is known as___.
Star

Question No:85 **(Marks:1)** **Vu-Topper RM**
An item consumed in one or a few uses is called a:
Non-durable good

Question No:86 **(Marks:1)** **Vu-Topper RM**
Consumer goods are purchased by:
Ultimate consumers

Question No:87 **(Marks:1)** **Vu-Topper RM**
Customers claim we did not receive product on time. Organization conducted the research and found that it was fault at supplier end. It is called:
Distribution Research

Question No:88 **(Marks:1)** **Vu-Topper RM**
If any organization takes its product to the market and sees what are the customers comments about that product it is called:
Product research

Question No:89 **(Marks:1)** **Vu-Topper RM**
When researchers need in depth information about anything; then they use?
Observation

Question No:90 **(Marks:1)** **Vu-Topper RM**
ABC industry evaluates that "will our new product give us proper profit and is idea workable"? it is called:
Business analysis

بری صحبت سے تنہائی بہتر ہے اور تنہائی سے نیک صحبت بہتر ہے

For More Help Contact What's app 03224021365

Question No:91 **(Marks:1)** **Vu-Topper RM**
At the maturity stage of the product, the product is called as_____.
Cash cow

Question No:92 **(Marks:1)** **Vu-Topper RM**
During the introduction stage of the PLC, sales gradually increase and:
Profit is minimal

Question No:93 **(Marks:1)** **Vu-Topper RM**
Management, marketing and finance are key parts of a/an:
Business plan

Question No:94 **(Marks:1)** **Vu-Topper RM**
A customer's need escalated to a motive under which of the following conditions?
Seeking satisfaction

Question No:95 **(Marks:1)** **Vu-Topper RM**
When organization plan that who will be their customers; it is called:
Market Targeting

Question No:96 **(Marks:1)** **Vu-Topper RM**
____ involves long-term, value- added relationships developed over time with customers and suppliers.
Relationship Marketing

Question No:97 **(Marks:1)** **Vu-Topper RM**
Super Asia manufactures washing machines, bikes, A.C, and refrigerators. It is called:
Product Mix

بری صحبت سے تنہائی بہتر ہے اور تنہائی سے نیک صحبت بہتر ہے

For More Help Contact What's app 03224021365

Question No:98 **(Marks:1)** **Vu-Topper RM**
DSS Stands For:
Decision Support System

Question No:99 **(Marks:1)** **Vu-Topper RM**
A consumer will initiate a buying decision process if;
Marketing and non-marketing

Question No:100 **(Marks:1)** **Vu-Topper RM**
A firm can charge a higher price without losing its customers if it does not have much
Competition

Question No:101 **(Marks:1)** **Vu-Topper RM**
Which of the following is the most important determinant of a firm's value?
Earnings

Question No:102 **(Marks:1)** **Vu-Topper RM**
A distribution channel represents the path of a product from a producer to:
Consumer

Question No:103 **(Marks:1)** **Vu-Topper RM**
Sheraz Beverages sends new developed soft drink in market for sale and advertises if an different media: it is called:
Commercialization

Question No:104 **(Marks:1)** **Vu-Topper RM**
The words of a particular profession are called
A. Jargons **Google**
B. Analogies
C. Synonym

بری صحبت سے تنہائی بہتر ہے اور تنہائی سے نیک صحبت بہتر ہے

For More Help Contact What's app 03224021365

D. Quotations

Question No:105 (Marks:1) Vu-Topper RM

In which type of advertising, customers are repeatedly told about the product the brand the features or the manufacturers

A. Persuasive advertising
B. Reminder advertising
C. Comparative advertising
D. None of the given options

Visit My YouTube Channel
For Subjective and More
Important Files
Channel Name = #VuTopperRM

بری صحبت سے تنہائی بہتر ہے اور تنہائی سے نیک صحبت بہتر ہے

For More Help Contact What's app 03224021365