

MKT501 Online quiz 3 (lecture 1-27) (31-12-2010)

MKT501-Marketing Management
MCQs from Lesson 1-27
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Which of the following is an advantage of sales promotion?

- Increase sales in long run
- Decreases consumer traffic
- Create awareness about product
- Increase sales in short term**

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A company manufactures bags. The company incurred costs i.e. Rs.500, 000 for rent of the factory, Rs.20000 for transportation cost, Rs. 100, 000 for electricity bill and Rs. 600, 000 for raw material consumed. The variable cost for the company is:

Select correct option:

- 500000
- 600000
- 700000
- 720000**

When a firm attempts to increase sales during the maturity stage of the PLC by changing one or more marketing mix elements, it is _____.

- Improving advertising
- Changing promotion
- Modifying the marketing mix**
- Increasing promotion budget

Which of the following consists of short-term incentives to encourage the purchase or sale of a product or service?

- Publicity
- Sales promotion**
- Advertising
- Direct marketing

All of the following are the examples of controllable factors EXCEPT:

- Line of business
- Corporate culture
- Overall objectives of organizations
- Competition in the market**

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