MGT211 - Introduction To Business

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100% Correct Solve (Alhamdulilah)

BY Virtual Assistance Sonu Ilyas Mughal

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MGT211:Quiz 3 Quiz

Question # 1 of 10 (Start time: 02:39:35 PM, 22 January 2021)

All of the following except _____ are considered to be correct statements about marketing research.

Select the correct option

- It is a systematic search for information about customers' needs and how those needs differ
- Marketing research is geared to uncover unmet consumer needs
- With market research, the chance product development will be able to create a product consumers want to buy increases
- Marketing research provides an inexpensive method for tracking consumer behavior

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Question # 2 of 10 (Start time: 02:40:09 PM, 22 January 2021)

Relationship of cause and effect is called?

Select the correct option

- ○ Focus group
- ○ Survey Method
- ○ Observational Research
- ◉ Experimentation

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Question # 3 of 10 (Start time: 02:40:31 PM, 22 January 2021)

Demographic segmentation divides the market by:

Select the correct option

- (●) Age, gender, marital status, social class, religion and education
- ( ) Perceptions, beliefs and values
- ( ) Lifestyle, personality and self-image
- ( ) Location or region

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Question # 4 of 10 (Start time: 02:40:53 PM, 22 January 2021)

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?

Select the correct option

- Pricing Research
- Segmentation Research
- Product Research
- Distribution Research

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Quiz Start Time: 02:39 PM, 22 January

Question # 5 of 10 (Start time: 02:41:17 PM, 22 January 2021) **Total Ma**

If Cadburys found a magazine article which provided key information on the television viewing habits of heavy buyers of chocolate, this would be an example of information obtained through environmental:

Select the correct option

- Scanning
- Forces
- Analysis
- Management

Click to Save Answer & Move to Next Questi

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Question # 6 of 10 (Start time: 02:41:37 PM, 22 January 2021)

New and revised products may be tested through:

Select the correct option

- ○ Commercialization
- ○ Product life cycle
- ○ Family brands
- ◉ Marketing research

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Question # 7 of 10 (Start time: 02:41:58 PM, 22 January 2021)

A product is:

Select the correct option

- ○ Everything the customer receives in an exchange
- ◉ The physical object the customer receives in an exchange
- ○ The service that is rendered to a customer
- ○ The idea that the customer receives in an exchange

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Quiz Start Time: 02:39 PM, 22 Ja

Question # 8 of 10 (Start time: 02:42:20 PM, 22 January 2021) To

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?

Select the correct option

- Product Research
- Promotion Research
- Pricing Research
- Distribution Research

Click to Save Answer & Move to Next Q

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Question # 9 of 10 (Start time: 02:42:42 PM, 22 January 2021)

Which technique is applied at problem identification stage?

Select the correct option

- ○ Survey Method
- ○ Observational Research
- ◉ Focus group
- ○ Experimentation

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Question # 10 of 10 (Start time: 02:43:05 PM, 22 January 2021)

When Organizations set different prices for different areas; it is called?

Select the correct option

- Skimming pricing
- Zone based pricing
- Penetration pricing
- Psychological pricing

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Quiz Start Time: 02:50 PM, 22 January 202

Question # 1 of 10 (Start time: 02:50:29 PM, 22 January 2021) **Total Marks:**

A market researcher wants to know about the number of Suzuki (Mehran) cars passing from Jinnah Avenue, Islamabad from 8am to 9am on coming Monday. S/he can achieve his/her objective by using which of the following:

Select the correct option

- ○ Survey Method
- ◉ Observational Research
- ○ Focus group
- ○ Experimentation

Click to Save Answer & Move to Next Question

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Question # 2 of 10 (Start time: 02:50:52 PM, 22 January 2021)

Developing a long term relations with customers is called

Select the correct option

- ○ Transactional marketing
- ○ Societal marketing
- ○ Grey marketing
- ◉ Relationship marketing

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Question # 3 of 10 (Start time: 02:51:14 PM, 22 January 2021)

There are really only two ways to collect primary data for a marketing study:

Select the correct option

- (●) Observation and asking questions
- ( ) Passive and remote observations
- ( ) Through laboratory settings and onsite groups
- ( ) With careful, selected shopper and specialized syndicated services

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Question # 4 of 10 (Start time: 02:51:35 PM, 22 January 2021)

_____ is the combination of a product's qualities and features, its price, the way it is promoted and sold, and the places at which it is sold.

Select the correct option

- (●) Marketing mix
- ( ) Product mix
- ( ) Product differentiation
- ( ) Product positioning

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Question # 5 of 10 (Start time: 02:51:56 PM, 22 January 2021)

Which marketing mix best describes the marketing communication?

Select the correct option

- ○ Place
- ● Promotion
- ○ Price
- ○ Product

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Question # 6 of 10 (Start time: 02:52:18 PM, 22 January 2021)

The marketing concept is:

Select the correct option

- Companywide consumer orientation with the objective of achieving the maximum amount of profits.
- Long-run success page.
- Largest market share.
- Highest paid staff.

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Question # 7 of 10 (Start time: 02:52:40 PM, 22 January 2021)

A distribution channel represents the path of a product from a producer to:

Select the correct option

- ○ Retailer
- ○ Wholesaler
- ◉ Consumer
- ○ Manufacturer

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Qu

Question # 8 of 10 (Start time: 02:53:00 PM, 22 January 2021)

Pricing decision is the major role of .....

Select the correct option

- ○ Procurement Manager
- ○ HR Manager
- ◉ Marketing Manager
- ○ Finance Manager

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Question # 9 of 10 (Start time: 02:53:22 PM, 22 January 2021)

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Question # 10 of 10 (Start time: 02:53:42 PM, 22 January 2021)

The role of a marketing manager is to;

Select the correct option

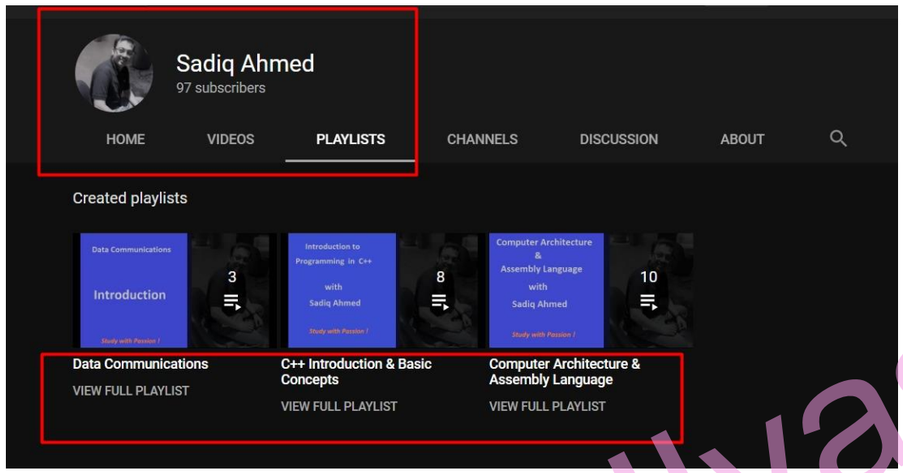
- ○ design the product
- ○ to communicate with the customers
- ○ to identify the unsatisfied needs of customers
- ◉ All of the given options

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5) Short QA Solved
6) MCQs Solved
7) Solved Past and Current paper
8) Solved Graded Activities
(Assignment Quiz GDB)

Activity
Detailed
Information

Project Enrolment Complete training with
Live classes on Zoom
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2) DD (Design Document)
3) Test phase
a) Test phase viva (Live Classes for viva preparation)
4) Final Deliverable
a) Final coding
b) Final presentation
c) Final report
d) Pre final viva (Coding Viva)
e) Final viva (Overall Presentation)

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(Assignment Quiz GDB)

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