

MGT211 Introduction To Business Quiz # 2 Solved MCQs with Ref

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1. Which of the following is the disadvantage of modified schedules and alternative workplace?

- A. Freedom in professional and personal life
- B. More Job satisfaction
- C. Complicated coordination (<http://www.vuzs.info/>)
- D. Suitable for self starter who require little direct supervision

2. Among different managerial styles, which of the following allows most rapid decision making?

- A. Autocratic styles (<http://www.vuzs.info/>)
- B. Democratic styles
- C. Free rein style
- D. None of the given option

3. _____ is the process of motivating others to work to meet specific objectives.

- A. Leadership (<http://www.vuzs.info/>)
- B. Motivation
- C. Free rein style
- D. Democratic style

4. Which of the following represents the set of procedures involving both managers and subordinates in setting goals and evaluating progress?

- A. Participative Management and Empowerment
- B. Management by Objectives (MBO) (<http://www.vuzs.info/>)
- C. Reinforcement/Behavior Modification Theory
- D. None of the given option

5. The internal environment consists of the insides forces that influence marketing strategy and decision making is/are as follows:

- A. Organization Policies
- B. Product Policies
- C. Management Structure
- D. All of the given option (<http://www.vuzs.info/>)

6. A specific communication task to be accomplished with a specific target audience during a specific period of time is called as:

- A. Marketing Mix
- B. Advertising objective (<http://www.vuzs.info/>)
- C. Market segmentation
- D. Marketing process

7. Dividing a market into distance groups of buyers who have distinct needs, characteristics, or behavior and who might require separate products or marketing mixes.

- A. Market segmentation (<http://www.vuzs.info/>)
- B. Marketing Mix
- C. Marketing Penetration
- D. Marketing control

8. The actors and forces outside marketing that affect marketing management's ability to build and maintain successful relationship with target customers are called as:

- A. Marketing Environment (<http://www.vuzs.info/>)
- B. Market segmentation
- C. Marketing Mix
- D. Marketing Penetration

9. The set of controllable tactical marketing tools-product, price, place and promotion that the firm blends to produce the response it wants in the target market.

- A. Market segmentation
- B. Marketing Mix
- C. Marketing Penetration
- D. Marketing Environment (<http://www.vuzs.info/>)

10. Motor cycle and car are very different from one another, but both fulfill the need for transport is an example of:

- A. Substitute product competition (<http://www.vuzs.info/>)
- B. Brand competition
- C. International competition:
- D. Market competition