

MBA Practice Test Questions and Answers

1. What is 'co-branding'?

- A) When a company creates multiple sub-brands
- B) A partnership where two brands collaborate on a product to leverage each other's equity
- C) Rebranding a product under a new name
- D) Using identical branding across all product lines

2. What is market segmentation?

- A) Setting a single price for all customers
- B) Dividing a broad market into distinct subgroups with common needs or characteristics
- C) Eliminating unprofitable product lines
- D) Standardizing marketing messages for mass audiences

3. What is 'content marketing'?

- A) Paying for sponsored advertising placements
- B) Creating and distributing valuable, relevant content to attract and engage a target audience
- C) Developing packaging design and labeling
- D) Broadcasting promotional messages to mass audiences

4. Some selling objectives are:

- A) Convincing the prospects to purchase rival company's products
- B) Finding new prospects
- C) Keeping the customer satisfied
- D) Finding new prospects and Keeping the customer satisfied

Answers: 1-B 2-B 3-B 4-D

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